

LIFE

TWO GREAT SPECTACLES IN COLOR:
FROM ROME, POPE'S CORONATION
FROM RUSSIA, THE MIGHTY VOLGA



THE ROCKEFELLERS
TRIUMPHANT IN A
G.O.P. DISASTER

NOVEMBER 17, 1958 **25** CENTS

1959 EDSEL



An exciting new kind of car!

Makes history by making sense

Here's the car you hoped would happen. A full-size car that makes sense. Styled to last. Built to last. Beautifully efficient. And priced with the most popular three!

At last—a full-size car that makes sense. It looks right, works right. And it's priced right. The beautifully efficient Edsel for '59 is a car that slips easily into tight parking spaces—fits any normal garage. Same

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formance! It's a car that's distinctively styled to last. And carefully built to last. Yet, *the Edsel is actually priced with the most popular three!* See your Edsel Dealer. EDSEL DIVISION • FORD MOTOR COMPANY

BULOVA RADIOS...marvels of compact power and precision, the only sets made with watchmaker accuracy...sold only by jewelers



BULOVA HERCULES

8-transistor set with power-packed pull on distant stations

Listen!—all you men and women who want true fidelity sound as much in the great outdoors as in the city. Listen to the Hercules! It's made with watchmaker accuracy for crisp, sharp tuning... for big volume sound that doesn't rasp or vibrate. And made so painstakingly that years from now, it will still give you the same brilliant performance. The fine jewelry store styling makes it an outstanding gift. Your jeweler will be proud to demonstrate it.

Other Bulova transistor sets from \$42.50*

*Prices slightly higher in the Far West. Transistor set prices, less batteries. Earphones for all transistor sets optional at extra cost.

LOOK FOR THAT BULOVA DIFFERENCE

Hercules in Ivory, Ebony. Runs for months on tiny flashlight batteries, \$69.95*



BULOVA IMPERIAL, the only electric clock-radio built with watchmaker accuracy. Precisely the set to lull you to sleep and wake you to music or ready-perked coffee! As beautiful to listen to as it is to see. Ebony, Pink, Pink with Charcoal dial, Turquoise, Ivory, \$49.95*

This One



3YW1-8TA-R7JY

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ELECTIONS PREDICTIONS THAT HAVE COME TRUE

There is one very important face left out of our story on the elections (pp. 36-36F). That is the face below: Pat Brown, outstanding victor in the Democratic landslide, who routed Bill Knowland in California's gubernatorial race by over a million votes. Brown wasn't omitted by oversight. It's just that we covered his triumph some time ago and now with so much else to tell about didn't feel we had to do it the same way again.

The story that told of Pat Brown's triumph—or, rather, predicted it—was "The Face That Shook up the Country" (LIFE, June 16), which described his big victory in the primaries. An accompanying article called "Republican Disintegration All Over the Country" went on to anticipate the election. Re-reading it now in light of the results, we feel highly pleased with all the limbs we went out on.

"In other years," the article said, "Republicans might take comfort in the fact that politics in California is seldom like politics anywhere else. But this year, looking around the country, they see the same havoc everywhere"—in the election the havoc happened just as the article predicted. "Democratic governors," it said, "are odds-on favorites for re-election in Iowa and Kansas." They both won. "Wisconsin may be getting ready to elect a Democratic governor as well as to re-elect its Democratic Senator." It did. "In New Jersey the Democrats will pick up a minimum of three congressional seats." They picked up exactly three. The article even suggested that in traditionally Republican Iowa the Democrats "might carry the lower house" of the legislature. They didn't make it by only five seats and these are still subject to recount.

The article missed a couple, of course. For instance, it wound up reporting that Republicans felt all right about Utah, quoting an expert as saying, "At least we haven't had any bad reports from there—recently." Well, the most recent report from Utah is that the G.O.P. lost the Senate and one of its two seats in the House.

The author of this prophetic article was TIME-LIFE Bureau Chief James McConaughy, since killed in a tragic air crash (LIFE, July 7). Now, going back over his last piece, we realize again how great a loss political reporting sustained in Jim's passing.



LOSER KNOWLAND



WINNER PAT BROWN WITH HIS DAUGHTERS CYNTHIA (LEFT) AND KATHY (RIGHT) IN CALIFORNIA

COVER

On election night, as Nelson Rockefeller beams broadly at the returns that elected him governor of New York, Mrs. Rockefeller stands by dazed but happy (see pp. 36-36F)

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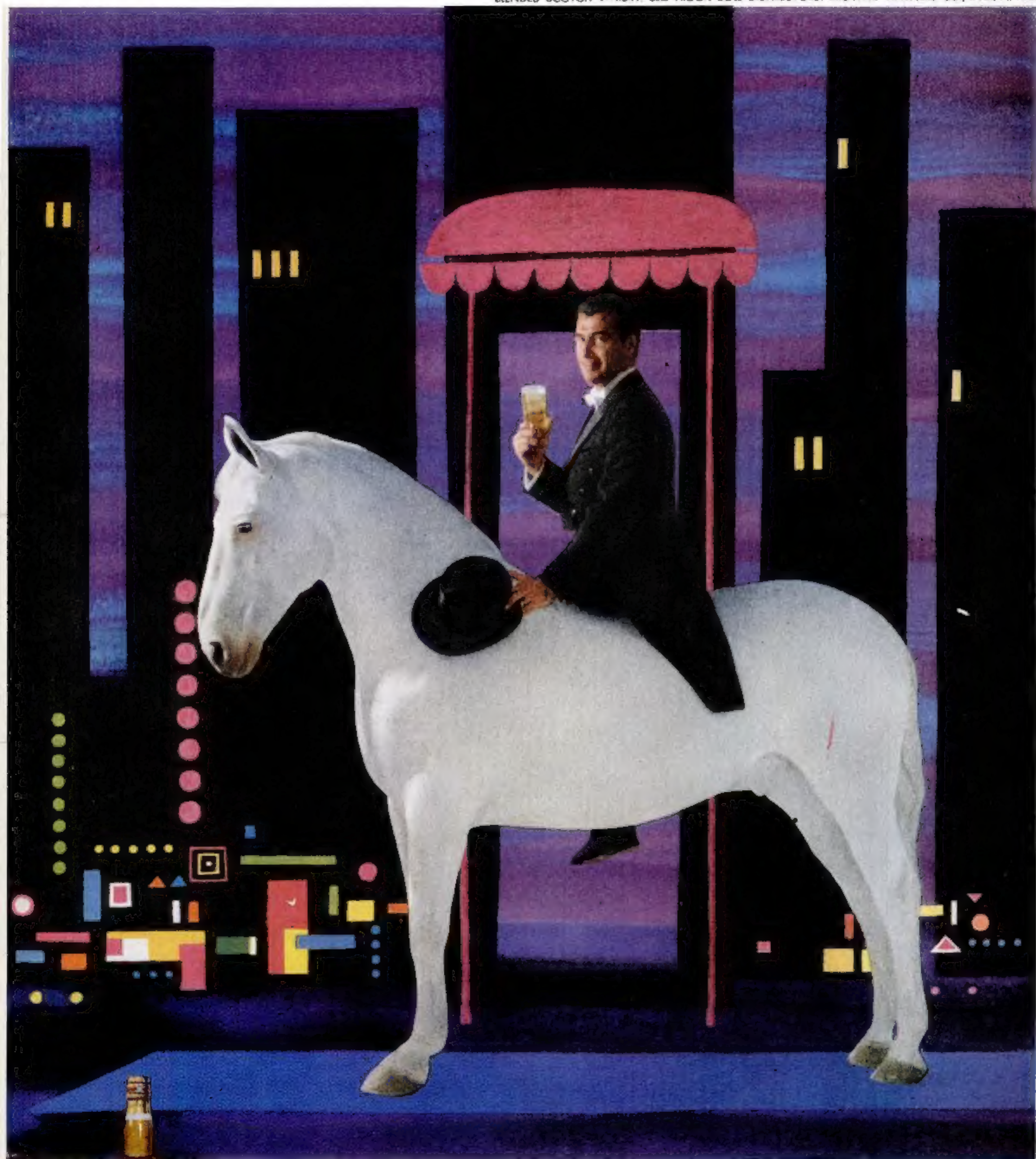
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- 36F—JOE SCHERSCHEL
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Going out on the town?
Let White Horse carry you in style



HAROLD E. CHURCHILL, *Studebaker President*, with new Lark 4 Door Sedan

YOUR NEW DIMENSION IN MOTORING BORN IN SOUTH BEND

BY HAROLD E. CHURCHILL

Like millions of others, you have probably been looking to Detroit for a new kind of car—something that strikes a smart, sensible balance between the $\frac{5}{8}$ size foreign imports and the oversize U.S. makes. ➤ Among 1959 models, already announced or about to be, you will at last find one such car. ➤ It is the newest concept in automobiles—a whole new dimension in motoring—brought to you, happily, by the oldest name in the industry. ➤ It comes to you not from abroad, not from Detroit . . . but *out of South Bend—by Studebaker*. ➤ And not surprising—for only an independent manufacturer, flexible in operation and centralized in management, could move this quickly to meet the needs and tastes of the times. ➤ It is the only car of its kind. It is smart, sensible, smooth, solid and spirited. It is as fresh and full of life as the Indiana countryside where it was conceived and is being made today. ➤ This new car is full six-passenger size inside. It has comfortable big-car width and headroom and footroom, all of it cradled within a wheel base nearly equal to the largest selling car of the day. ➤ But outside, it is almost 3 feet shorter than most of the so-called “low-priced” three models. Unnecessary nonfunctional overhang has been eliminated. As a result, the car handles with exceptional ease, parks without effort, corners beautifully. ➤ In styling, it is smart and simple, even classic, and completely individual, in a friendly, happy way. It is not a utility car, a sports car or a show-off car, but a perfectly balanced design that incorporates the best virtues of all. The interiors are simple but tasteful, with fine pleated fabric and vinyl upholstery. Their fashion rightness has been commended by Harper's Bazaar. ➤ In power (you can have a six or an eight) this car is far more than adequate—is, in fact, wonderfully spirited and lively, but not wastefully excessive. It operates with amazing economy, needs regular gasoline only, and delivers more than 30 m.p.g. in many cases. ➤ All this for prices starting under \$2,000. We think you'll agree with us, it's the most rewarding car value available today. ➤ At any rate, when it comes your way this week (on display at your Studebaker Dealer's), try it, won't you? You knew it had to happen. You've been wanting it to happen. And when you drive this one—you'll be glad it did.

By the way, the name of the car is The Lark by Studebaker. ➤

READ MORE ABOUT IT ON THE NEXT PAGE



THE NEW DIMENSION IN HARDTOPS—
a haughty little aristocrat that combines regal
style for the richest taste with youth for the
youngest spirit. Smartest hardtop of them all,
this sparkling gem will be a family showpiece.



THE STATION WAGON—fam'liest car in town. Large
cargo capacity. 113-inch wheel base. Far more economical
to run than conventional station wagons, considerably lower
in price, and far easier to park and turn.

(CONTINUED FROM PRECEDING PAGE)

MORE ABOUT THE *LARK* BY STUDEBAKER

The Lark is engineered and built
by the famed craftsmen of Studebaker.

THE SEDANS—2-Door (right) and 4-Door (pre-
ceding page) the perfect "beautility" models. Youth-
fully styled, built for service, designed for amazing
economy and driving ease. Family cars with a flair
all their own.

All models beautifully appointed, with fashion-
approved interiors. Most with pleated fabric and
vinyl upholstery, handsome panel, padded dash
and pile carpet.



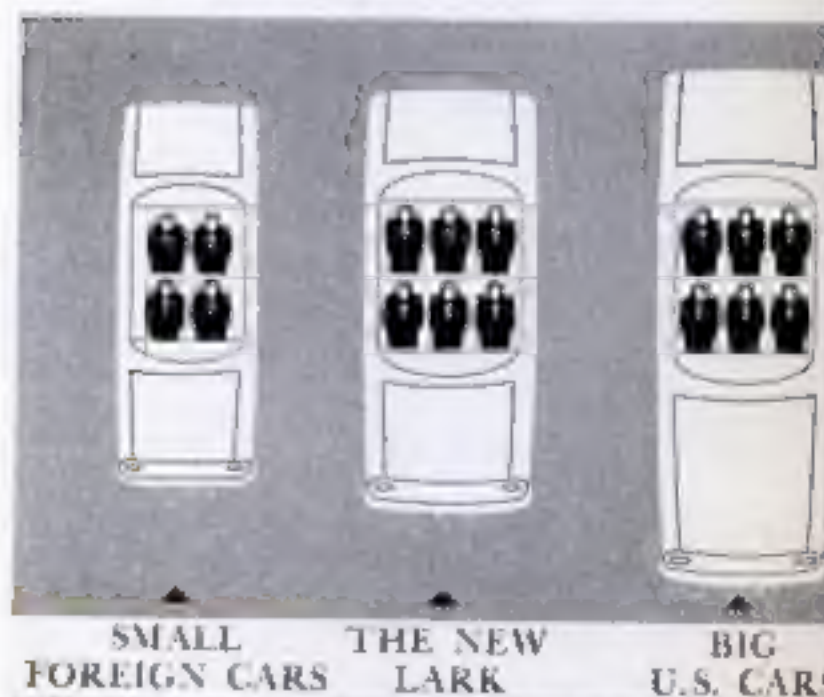
THIS IS YOUR
NEW
DIMENSION



Seats six with headroom, footroom and width
comparable to conventional full-size U.S. cars.

And this seating space is cradled entirely between
the axles. Yet nearly three feet of unnecessary,
nonfunctional overhang has been eliminated.

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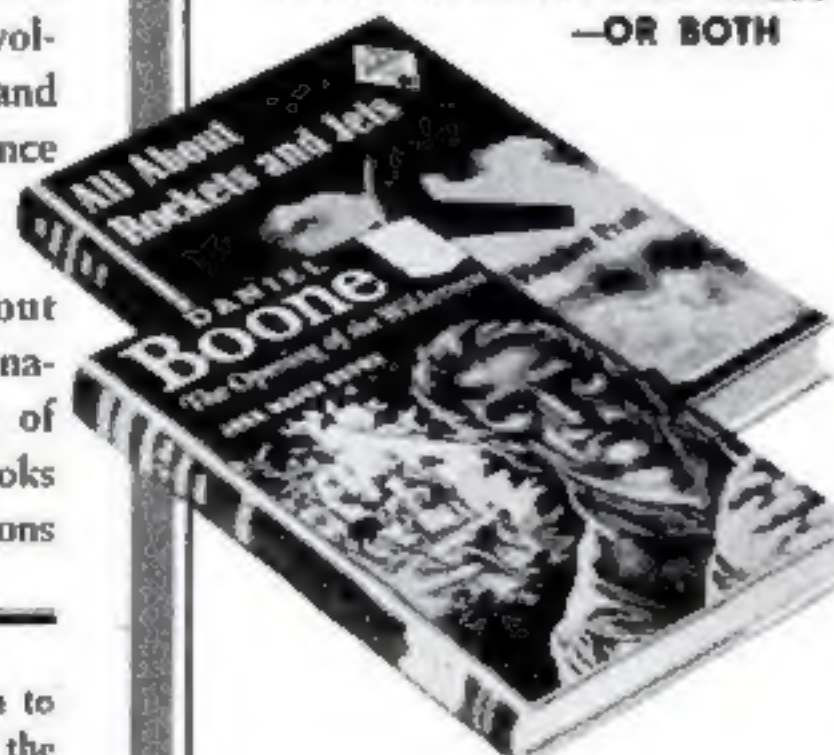
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Send for Mexican
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Mexican Indian pottery designed by native craftsmen. Glazed, hand-painted in natural pigment colors. Ideal for general serving use—or as an attractive centerpiece for fruit and flower arrangements.

Send two Armour Chili labels and 75¢ by coin or check to ARMOUR CHILI BOWL, Box 6153, Chicago 80, Ill. Offer expires March 31, 1959.

75[¢]

If you're *persnickety* about money you may want to read this



Above, you see Arthur Tenby, thinking. College is behind him, the world ahead. There's one kind of job that appeals to him especially. His father, a man of modest means, bought common stock over the years, bit by bit, with the help of a certain friend. Now, like millions of others, the family has extra income from dividends. What's wrong with a job that helps people do that? Pretty wonderful. So



Here's Arthur in his best suit, talking with a Partner in a Member Firm of the New York Stock Exchange. Arthur was popular in school, maybe because he liked so many people. He was treasurer of his class. And he's bright. Looks to the Partner like an excellent candidate. Would Arthur be interested in starting at the bottom and training to become a Registered Representative with a Member Firm of the New York Stock Exchange? Oh boy, would he!



Here's Arthur learning the ropes. He now knows how easily you can buy or sell stock, from one share to thousands of shares. You place your order with the Member Firm, right here in town. Promptly it goes to the Firm's representative on the floor of the New York Stock Exchange—where orders to buy or sell shares from investors all over the country come together. The order is often executed within minutes. But—



Which stock or bond to buy? There's the rub. A company may not make a profit or pay a dividend or interest. Stock and bond prices go down as well as up. Most investors, like Arthur's Dad, have modest incomes. One should use only money left over after bills are paid and emergencies provided for. And then get facts—never depend on tips or rumors. Arthur has learned how important it is to be able to give good advice to the investor. Now—



Time has passed and Arthur has gone through his training. Much of his energy has been spent in research that accumulates facts important to investors. He knows that before he can become a Registered Representative, qualified to work with and advise investors, he must first meet Exchange requirements for character, knowledge and experience. And now—



Three cheers and a rouser. Arthur is now a Registered Representative. Happiness reigns in Arthur's household. And it's more likely to reign in yours if, when you invest, you are persnickety and see a Member Firm of the New York Stock Exchange. Whether you are interested in stocks or bonds—or whether you want to buy or sell—drop in at a nearby Member Firm today for a friendly helpful hand. And, from time to time, be sure to ask them to review your securities with you.

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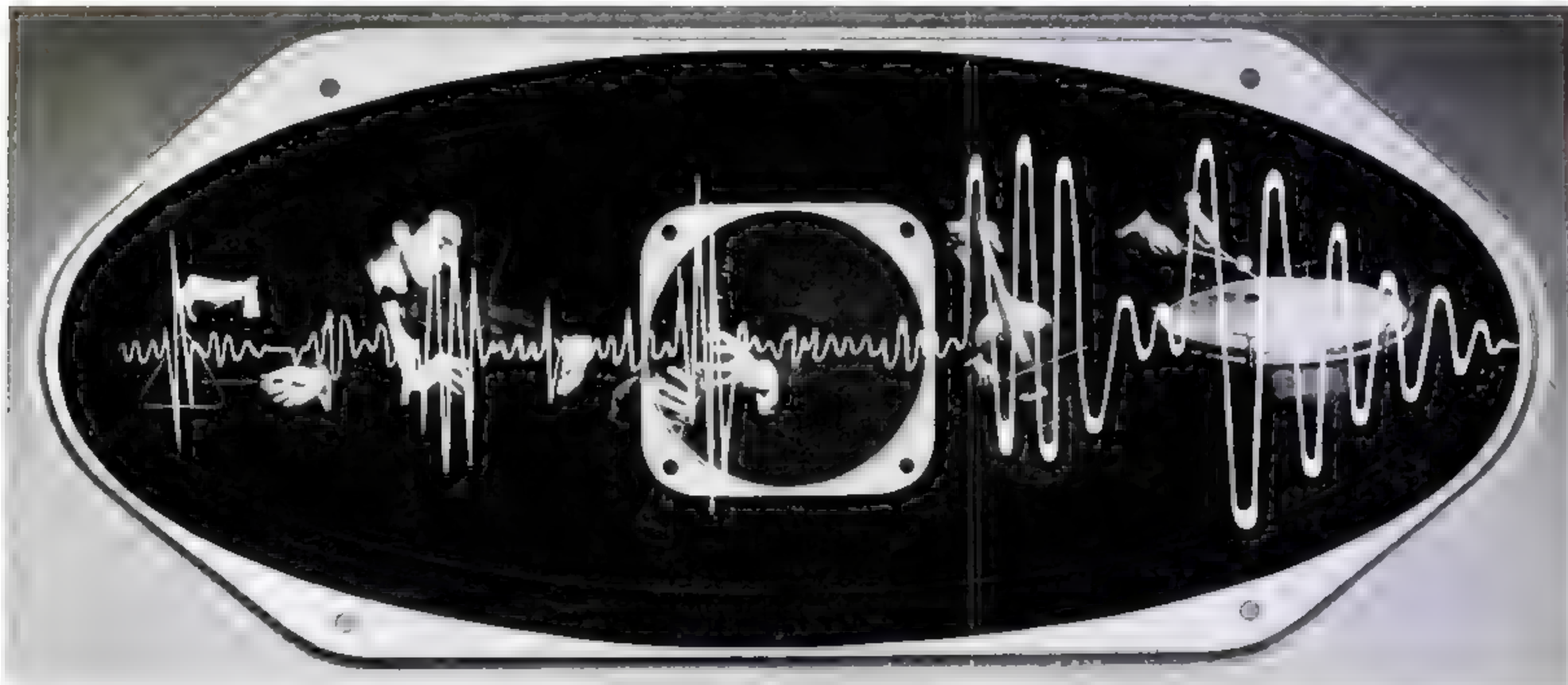
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HEAR the living range of television sound on General Electric's BIGGEST SPEAKER IN TV

New from the laboratories of General Electric television: the new 21 x 9-inch Coaxial speaker system.

It's the biggest *bass woofer* in television, teamed with a *high-frequency tweeter* to bring you the living range of television sound. You hear everything—even with volume down low. It's sound befitting General Electric's famed crystal-clear picture quality.

Enjoy both without leaving your chair . . . because the new Electronic Self-Tuner brings in sharp picture and faithful sound automatically . . . *ends* fiddling with fine tuning. Teamed with new 3-way remote control that sets any volume you want, changes channels—even turns the set on and off. *All at no extra cost!*

All wrapped up in a lithe, trim, 15-inch-deep Slim Silhouette cabinet of genuine wood veneers. It looks built-in—doesn't bulge into your room.

You never heard it so good as you'll hear it when your General Electric dealer demonstrates the new 21 x 9-inch Coaxial speaker system for you.

This is more than the most advanced of television receivers—it's a sound system for a record player, too. All for the price of the TV set! General Electric Company, Television Receiver Department, Electronics Park, Syracuse, New York.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

21-inch (overall diagonal) 110° tube,
262 sq. inches viewable area. Phono-jack
for record player, tape recorder,
AM-FM tuner. Mahogany or blond
veneers. Model 21C2560 shown.



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Party of four—or the Four Hundred—no other whiskey says so much about your brand of hospitality. None so well *demonstrates* your good taste as the unique, oak-ripened flavor of Fitzgerald. Let the classic elegance of the new Hospitality Decanter provide you a holiday key to gracious living, gracious giving . . . with

the memorable character of Bonded

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Revolutionary New Idea, Ice Cubes made with Canada Dry Club Soda!

Won't dilute highballs...improves taste 40%.



HOW TO MAKE SODA CUBES:

Pour Canada Dry Club Soda into dry ice tray, fill to $\frac{3}{4}$ mark. Place in freezing section of refrigerator. Turn freezer dial to lowest temperature.

Discover how Canada Dry Club Soda cubes increase highball's freshness while you're drinking.

They eliminate flavor dilution • Chill drink faster than water cubes • The purity of Canada Dry Club Soda improves liquor's taste • *These* soda cubes, with exclusive tinier bubbles, keep your highball fresher, livelier. The flavor sparkles all the way.

Independent research proves freezing captures Canada Dry's "Pin-Point Carbonation." In a drink it actually "POPS" to life . . . Enhances highball's flavor over 40% while you're drinking. Guarantees better tall drinks.



FLAVOR NOTE: Freezing Canada Dry Mixers into ice cubes guarantees drinks with NO flavor dilution.



For the man who knows what he wants—new engines in '59
Cars of The *Forward Look* promise even greater performance
than those that took Mobilgas Economy Run honors in '57-'58

Cars that can do what they look like they can do



Built for the 1 man in 4 who wants a little bit more.
Quality Cars of The *Forward Look* for '59
from Chrysler Corporation . . . A drive will bring
out the difference great engineering makes.

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL



MR. STAUFFER'S "MAGIC COUCH"



For a Wife Whose Husband



BEFORE CHRISTMAS, Mrs. Margaret Tryon of Minneapolis was a hefty 151 pounds, wore size 16. She was continually tired—had tried to reduce many times. Then last Christmas her husband gave her the Stauffer Home Reducing Plan.



A FEW MONTHS LATER Mrs. Tryon has a trim, 118-pound figure, wears size 8. Stauffer took off excess pounds and inches. She looks and feels years younger. Stauffer also improved posture, firmed and toned muscle tissue.

There are any number of things you might give her. But, if your wife has a weight problem—or if she has extra pounds and inches in the wrong places . . . the one Christmas gift that will make her happiest is a lovely, new figure.

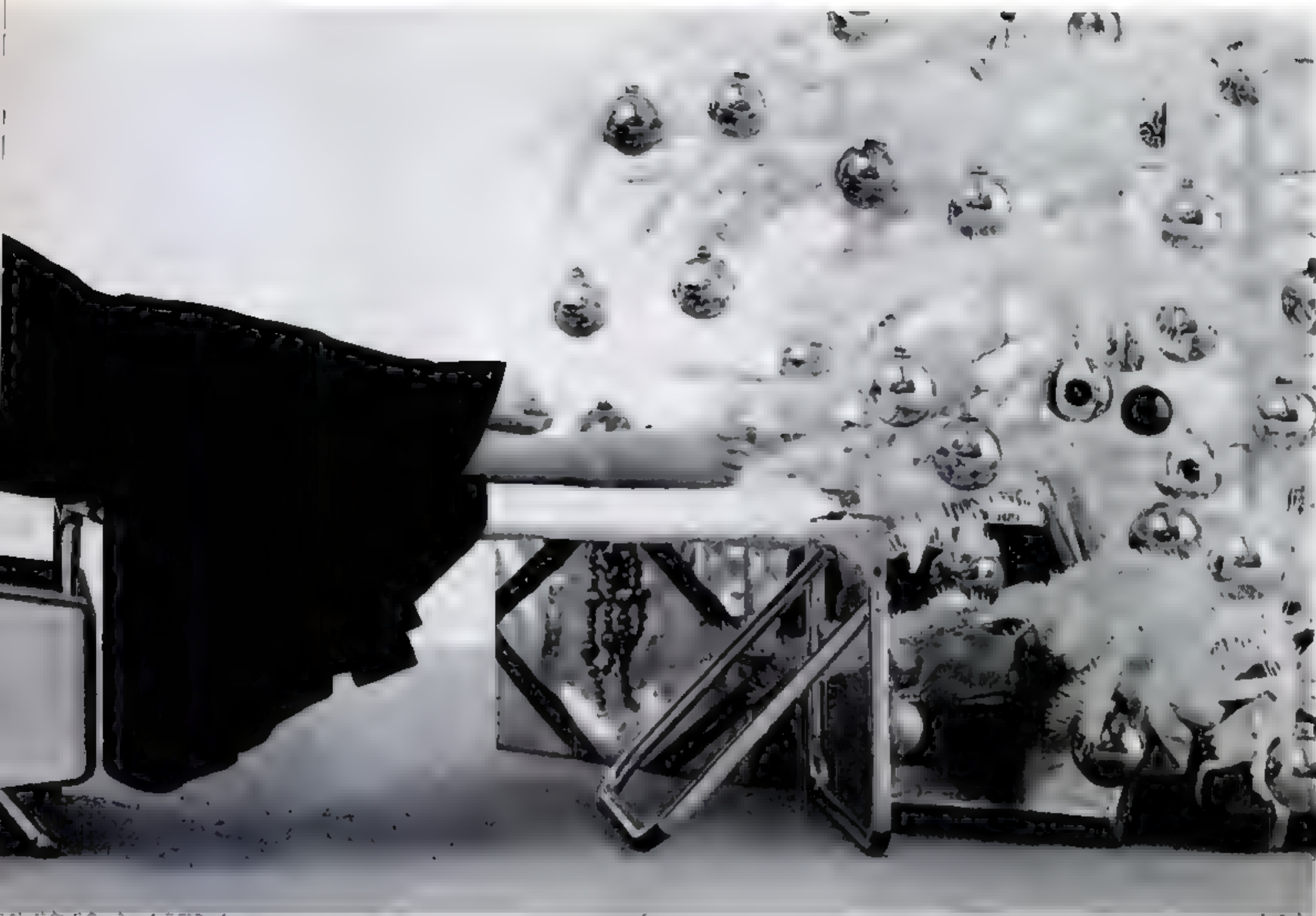
Of course, figure beauty is a highly unusual gift. Perhaps you've never even thought of it. However, this Christmas thousands of husbands actually *will* give their wives a beautiful new figure with the famous Stauffer Home Reducing Plan.

The heart of the Stauffer Home Plan is the motorized "Magic Couch" pictured above. With this couch and sensible caloric reduction, the Stauffer Home Plan slims and trims inches and pounds in a relaxed and effortless way.

It will mean the end of losing battles with starvation diets. And never again will she have to suffer the strain and fatigue of strenuous exercise. Inches and pounds will melt away from hips, thighs, tummy, waist, legs—wherever she needs to lose. And best of all—the Stauffer Plan will help her *keep* trim!

The rewards are great. She'll look and feel years younger without those extra pounds. And —you'll have a happier wife, one with young ideas and a figure to match. This year give her the one thing she wants most of all. A beautiful new figure . . . it's hers . . . when you give her the Stauffer Home Reducing Plan.

For more information about this most wanted Christmas gift, tear off and mail the attached postage paid card.



Hostess gown by I. Magnin

This Christmas new happiness can begin for her with your gift of new figure beauty—the famous Stauffer Home Reducing Plan.

Loves and Understands Her



LOSE INCHES WHERE YOU NEED TO LOSE—calves, ankles, arms, hips, waist, thighs. The "Magic Couch" (Posture-Rest®) can be used in many different positions to meet special figure problems. You actually reduce while you relax—the "Magic Couch" does your exercising for you.



HUSBANDS USE THE "Magic Couch" for essential daily exercise—without strain or fatigue. A few minutes on the unit helps ease away normal tensions. Available in deluxe family model and the new Princess model at lowest price ever. Rent it by the month—or buy it for pennies a day.



A TRAINED STAUFFER COUNSELOR will visit regularly to give expert guidance. This service is included in the Plan. For further information about this most wanted Christmas gift, mail the attached postage paid card, or write to Dept. L-118, 1919 Vineburn, Los Angeles 32.

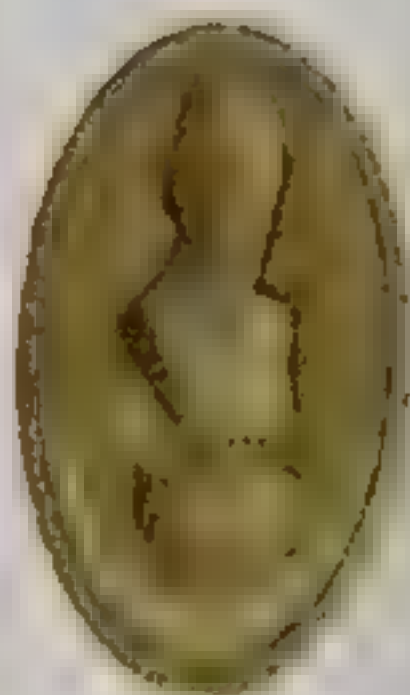
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"The Head of the Bourbon Family"

*...at the head
of your gift-list*



GRAND-DAD



Unquestionably the finest of all bourbon whiskies, Old Grand-Dad bottled in bond belongs at the head of your gift-list, as a tribute to your most honored friends.

It is doubly welcome this year in the serene luxury of its famous Classic Decanter -most beautiful ever designed for whiskey. And see how the rich golden-lettered Holiday Carton enhances the generosity of your gift!

Old Grand-Dad is the one gift-whiskey your friends would themselves select. had they their choice.

The Classic Decanter

OLD GRAND-DAD

Kentucky Bourbon Whiskey



KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD
DISTILLERY CO., FRANKFORT, KY. • DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS CO.



ZIPPO...THE LIGHTER THAT WORKS



THIS ZIPPO HAS BEEN IN DAILY USE SINCE IT WAS BOUGHT FOR CHRISTMAS IN 1938. WE FIXED IT FREE. OWNER'S NAME ON REQUEST.

After 20 years of daily use, the only thing we had to fix on this Zippo lighter was the hinge.

Call it pride, integrity, or just plain cussedness. The Zippo man believes that when you buy a lighter it should work *forever*. Not for weeks or for months or for years. Forever.

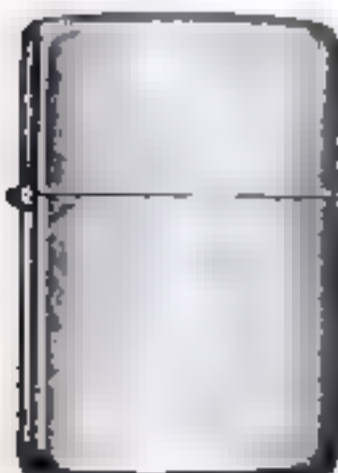
Unlike its many foreign and domestic imitators, a Zippo is not a cheap plaything that is soon

broken. A Zippo is a wonderfully compact precision-built instrument that will light your cigarettes, cigars, or pipe *for the rest of your life!*

Each and every Zippo is constructed so carefully that the company is able to offer the most sweeping guarantee in the annals of American

business. No matter how old it is, if a Zippo ever fails to work—we'll fix it free!

There is a style of Zippo lighter for every smoker on your Christmas list. Don't be fooled by imitations. Make sure your gift will light for a lifetime—*make sure you give a genuine Zippo.*



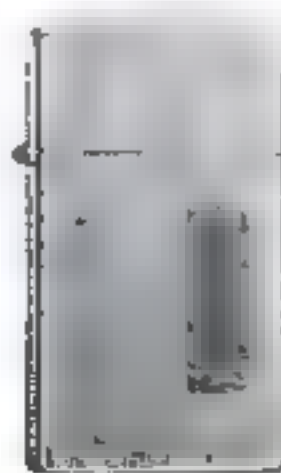
Regular Zippo. Made Zippo famous. Brush-finish chrome. \$3.50



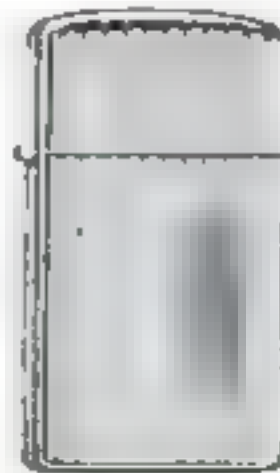
De Luxe Zippo. Highly polished, durable chrome finish. \$4.75



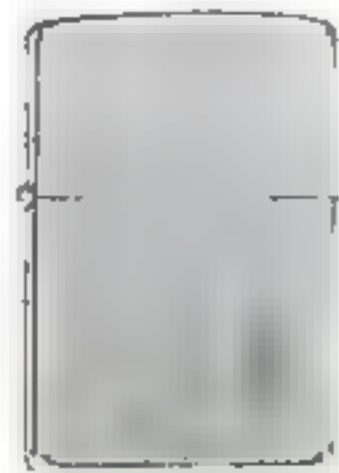
New Zippo Slim Lighter. Same dependable action, polished chrome. \$4.75



Gold-filled Zippo. 10-kt gold lined to case, not plated. \$20.00*



New Zippo Slim Lighter. Ribbon design, gleaming chrome finish. \$6.00



Engine-turned Zippo. Smart new design in polished chrome. \$5.75



If you don't see Zippo on the bottom of the lighter, it's not a genuine Zippo.



AT SUPERMARKET TATI JOINS SOME DISCONSOLATE DOGS WAITING FOR THEIR MISTRESSES

The Torment of Mr. Tati

In his native habitat, France, Mr. Hulot is baffled by things, especially modern things. The creation of Jacques Tati, one of the movies' greatest comic artists, Hulot is the hero of *Mr. Hulot's Holiday* and *My Uncle*. Almost always he wears a raincoat, a battered hat and a look of relaxed bewilderment. Last week Mr. Tati was in New York to attend the opening of *My Uncle*, and a photographer watching him climb in and out of modern taxis, stroll through a museum and join a passel of pooches found that in New York as in Paris things still throw Mr. Tati.

STRUGGLING TO GET HIS 6-FOOT FRAME OUT OF A LONG AND LOW TAXI, TATI FIRST TRIES THE STRAIGHTFORWARD APPROACH AND BANGS HIS HEAD. THEN





SPEAKING OF PICTURES

AGHAST at modern tv, Tate stands in garden of Modern Art museum staring at Max Ernst's bronze sculpture *The King Playing with the Queen*. But, Tate has explained, 'Helot is not against anything.'

HE TRIES RIGHT FOOT FIRST WITH A REVERSE TWIST AND BANGS HIS HEAD AGAIN. FINALLY HE SNAKES OUT THE LONG LEFT LEG AND BANGS HIS HEAD AGAIN



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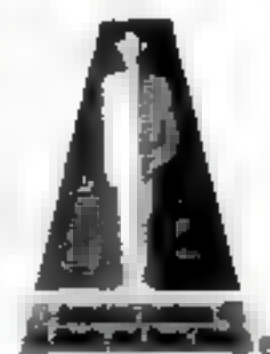
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When you're out with your favorite girl, does the way you look make her glad she's with you . . . or wish she'd stayed home? True, you can't judge a book by its cover, but shabby books (and careless guys) often get shelved. Why not give yourself - and her - a break? Next time you go out, make sure what you wear helps put you high on her list!



Dress Right - when you look your best you do your best!

For help and advice on how to Dress Right, visit stores that display this American Institute of Men's and Boys' Wear symbol.

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another Mayflower customer reports:

"...and your timing was perfect!"

"Furniture arrived in good condition and your timing was perfect! Your agent was very cooperative. The driver seemed very anxious to give good service. When and if I move again, it will be by Aero Mayflower."

This homemaker's comment on her move from Sarasota, Florida to Logan, West Virginia is typical of hundreds we receive every week.

Mayflower knows the importance of departure and arrival requirements... and plans to meet them. Dispatchers schedule vans carefully. Equipment is maintained in tip-top condition. Mayflower's drivers work hard to be on time. Mayflower can make *your* move easy and convenient, and safe for your furniture, too. Call your Mayflower agent for help and information.

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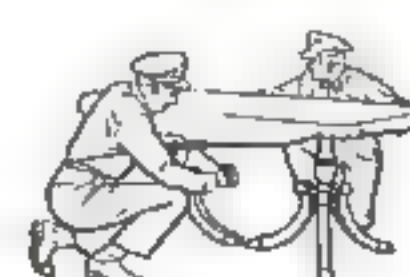
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Takes over the whole job of moving you out and resettling you quickly, easily and safely!



This man needs help...

IF YOU are like this man, over the years you have probably purchased a variety of Life insurance policies for varying amounts, perhaps with different beneficiaries and varying methods of settlement.

At the time you bought each policy, its purpose was clear. However, looked at today, in the light of changing conditions, do these policies still do the job you intended them to do? The answer to that question calls for a study of your program.

To help you get your program under control and up to date, your Metropolitan Representative will develop a personal brochure so you may easily review and manage your insurance protection.

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job—your Metropolitan Representative. Here is what it contains:

1. A calendar showing the premium due dates on all your policies.
2. Essential data about your policies and how their benefits are to be paid.
3. A detailed estimate of what you and your family can expect from Social Security and what retirement benefits you can expect from both your Social Security and your Life insurance.
4. A detailed description with charts showing exactly what your dependents will have from insurance and Social Security in the event of your death.

In other words, "MY LIFE INSURANCE PROGRAM" organizes all the necessary information about your Life insurance program in one readily available source.

It will tell you what your situation is now and where you will stand at any given time in the future.

Your Metropolitan Representative will prepare this valuable record for you without any obligation on your part.

Metropolitan service is

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...as close as your phone

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)

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"If it's hot when you put it in,
it'll be hot when you drink it"

says

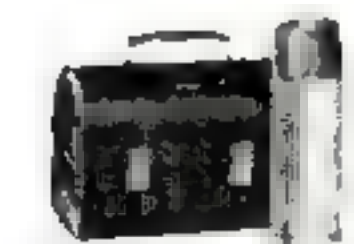
Joe Brown



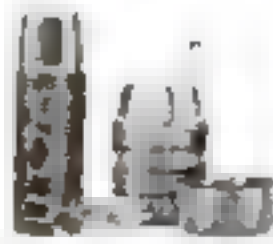
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If you like steaming hot coffee for on-the-job lunches, or icy cold lemonade at the beach, take 'em in an Aladdin Vacuum Bottle—the brand that GUARANTEES that they'll stay at ideal drinking temperatures. Each Aladdin is individually tested on the exclusive VACTRONIC® tester—and a GOLDEN GUARANTEE label is put where you can see it. When buying your next vacuum bottle or lunch kit, get the one that's performance tested:

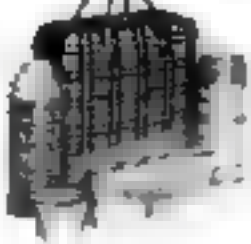
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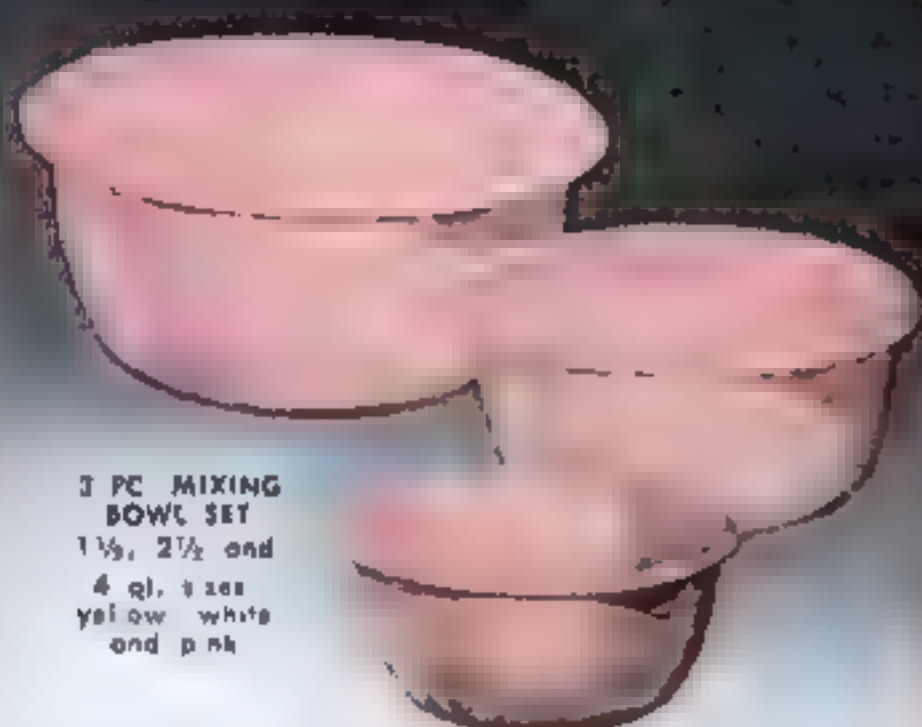
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WONDER BASIN
12"x2 1/4", red, yellow, white and turquoise



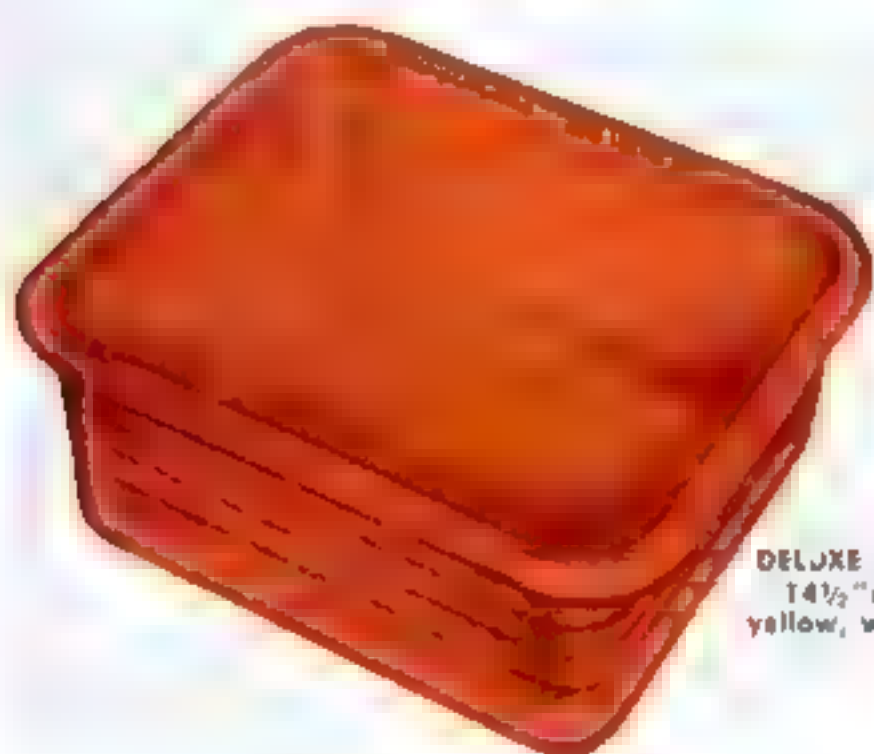
DELUXE CEREAL BOWL
Yellow, mint, pink and blue



TODDY POTTY
Yellow, mint, pink and
blue in reusable
polyethylene bag



TUMBLER PACK
Four 8 oz.
assorted color tumblers
in polyethylene bag



DELUXE SQUARE DISHPAN
14 1/2"x12 1/2"x8", red,
yellow, white and turquoise



DELUXE ROUND BASIN
13"x5 1/4", red, yellow,
white and turquoise



20 oz. REFRIGERATOR CONTAINER
All White



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10 1/4"x7 1/4"x3", red
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He thought any insurance was "Good Enough"

He bought his home back in 1948. A friend said to him at the time, "Be sure and talk with an independent agent before you buy insurance." But he supposed that any insurance was good enough, and he ignored his friend's advice.

Last month his house burned. That was when he discovered the shocking truth. *His insurance covered only the 1948 value of his house!* His friend's home is fully insured—for its *present* value. Why? Because a local independent agent has periodically pointed out that the value of property changes—that rebuilding a house today would cost twice as much as in 1948.

Your independent agent is a trained insurance specialist. He sees to it that you always have the *right* protection. He suggests that you increase or decrease your insurance as your property's value changes. And when you have a claim, he takes care of all bothersome details until it is settled.

Do as four out of five home owners do. Buy your insurance through a professional, independent agent.

Look for this seal



NATIONAL ASSOCIATION OF INSURANCE AGENTS, INC.

LETTERS TO THE EDITORS

MOMENTS OF HAPPINESS

Sirs:

I must take the time to write of my appreciation of the fine photographic essay, "A Picture Portrayal of Moments of Happiness" (LIFE, Oct. 27).

It is rare indeed that a picture can give such vivid life and meaning to a philosophic quotation as was done. My congratulations to LIFE and Nina Leen for an outstanding essay that will long be remembered.

ROBERT D. SMITH JR.

Phoenix, Ariz.

Sirs:

I am forever indebted to Nina Leen and LIFE for the beautiful photographs, which in themselves create moments of happiness—visual, mental and spiritual—for the viewer.

FAITH BALDWIN

Norwalk, Conn.

Sirs:

This is just a small note of appreciation for the fine article. Many of these pictures reminded me of things I've seen and never been able to put into words. Now I realize that they can't be put into words—it takes pictures like these to bring them to light.

ELSA JO CARVER

Balboa, Calif.

Sirs:

In this cold, busy world it certainly is wonderful to be able to open a magazine and find articles so heart-warming.

JULIA O. JACKSON

St. Albans, N.Y.

TRIBUTE TO TAFT

Sirs:

Finally this country finds time to pay fitting tribute to one of America's great statesmen ("Capital Tribute to Robert Taft," LIFE, Oct. 27). Senator Taft was blessed with an intelligence equal to that of those who wrote the Declaration of Independence and the Constitution. Were there more statesmen of Senator Taft's stature, this country would not be in the precarious position it is in today. The death of such a man was a tragic loss.

MRS. C. A. ROMBACH

San Bruno, Calif.

Sirs:

The Taft Memorial is an exceedingly handsome building. However, I was disappointed that you did not

include a photograph of the statue that will adorn it.

DAVID ST. CLAIR

Cambridge, Mass.

● Here is a clay working model of the statue and its sculptor, Wheeler Williams. The finished statue, cast in bronze, will be 10'4" high.—ED.



TAFT'S STATUE

Sirs:

When you published a beautiful photograph of the Taft Memorial, you neglected to mention the one person really responsible for this magnificent design, the architect. He is Douglas Orr of New Haven, Conn.

MARGARET VAN PELT VILAS

New Haven, Conn.

ANTI-SEMITISM

Sirs:

A small band of anti-Semitic criminals do not reflect the feelings of the South ("Violent Act of Anti-Semitism in the South," LIFE, Oct. 27). Violence, bigotry and insanity are not limited to southern territory.

The South holds no franchise on anti-Semitism. And you hold no franchise on outrage and indignation over this kind of barbarity.

ALBERT KIRBY

Rome, Ga.

Sirs:

After having read the article for the third time, I am still aghast that the cross of Jesus Christ could be so defamed as to appear as a symbol of such despicable activity. The thoughts and minds of such people as Richard and Robert Bowling, John Kasper and Edward Fields are on par with the most decadent in history.

FRANKLIN R. TAYLOR

Kalamazoo, Mich.

Sirs:

If the truth were known, the majority of the people in the South deplore such acts of violence just as much as the majority in other parts of the country do. John Kasper is just as unpopular in North Carolina as he is in New York. Perhaps more so. There he is a curiosity. Here he is tabbed for what he is, a hate monger and a rabble rouser.

We have our problems, but nobody outside the South seems to take a sympathetic attitude toward helping us solve our problems.

GEORGE B. WEAVER

Albemarle, N.C.

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LETTERS TO THE EDITORS CONTINUED

REQUIEM FOR PIUS

Sirs:

Although I am a Protestant, I must tell you that many of my friends of the same faith were greatly enlightened, appreciative and sympathetic of the great worldwide Roman Catholic Church, after reading *LIFE's* stories about the Pope ("Regal Requiem for Pius," *LIFE*, Oct. 27).

PFC. WHITEHALL J. MANNING JR.
San Francisco, Calif.

Sirs:

I wish to take this occasion to congratulate you for the magnificent coverage on the death and funeral of His Holiness Pope Pius XII.

JOSEPH L. J. BORGATTI
Bronx, N. Y.

Sirs:

Did you intend to arouse sympathy from your readers with your telescopic profile of the late Pope? Instead of inspiring feeling and emotion, the picture was far too realistic to create anything but disgust.

KATHY KIMMERLE
Millbrook, N. Y.

ELEPHANTS AND MEN

Sirs:

In your article, "An Odd Epic of Elephants and Men," you state that Trevor Howard was commissioned, and later won the Military Medal.

In the British Army, and in fact in all Commonwealth armies, the gaining of this coveted decoration is restricted to a gallant few from the ranks. It is just not possible for a commissioned officer to win the Military Medal.

Either Howard was stripped of his commission and reverted to the ranks or he won the Military Cross for gallantry in action. The former is so highly improbable that it must have been the latter.

LIEUT. COLONEL J. E. LEACH
Don Mills, Ont., Canada

• It was the Military Cross.—ED.

DEFIANT RUSSIAN

Sirs:

I had just finished reading about Boris Pasternak winning the Nobel Prize for Literature (in our newspaper of course) when I opened *LIFE* and lo and behold there was a fine article on him ("A Brave, Defiant Russian," *LIFE*, Oct. 27).

Once again *LIFE* comes through with a timely piece of reporting.

GERALD T. KUC
Chicago, Ill.

Sirs:

Thank you for your pictures of Boris Pasternak, which supply a significant footnote to his book.

The supreme thing about Pasternak and *Doctor Zhivago* seems to be that—as some men don't need money to be rich—they haven't needed freedom to be free.

EVELYN SCOTT
Pacific Palisades, Calif.

EDITORIAL

Sirs:

Whenever the Republican party becomes "Mr. Nixon's Party," as suggested in your editorial (*LIFE*, Oct. 27), millions of Republicans will walk out. What our party needs is a leader, of Theodore Roosevelt's stature, not a lightweight political opportunist.

PAUL COWGILL
Cardiff, Calif.

TRIUMPH FROM A 'FAILURE'

Sirs:

I was disappointed to note in reading the moon shoot story ("Triumph from a 'Failure,'" *LIFE*, Oct. 27) that J. Bryan III did not name the builder of the fourth stage's retro-rocket—the Thiokol Chemical Corp. I was surprised because the builders of the first, second and third stage rockets were named in his report.

I said I was disappointed. More correctly, I should say that over 4,000 scientists, engineers, technicians and office workers who comprise Thiokol's rocket divisions are disappointed. A great part of their reward for the long hours, the enthusiasm that makes them try and try again, is recognition of their work.

TOM JOHNSTON
New York, N. Y.

MONTGOMERY: PART III

Sirs:

When all is said and done, it is apparent that the Bradleys, the Pattons, the Marshalls, even the Eisenhowers, the Alanbrookes and the Alexanders will be footnotes in military history in which Montgomery will be a chapter heading ("Bulge, Bitterness But Final Victory," *LIFE*, Oct. 27).

So Montgomery was cocky and egotistical, but who had better reason to be? His triumphs were so sweeping, his mistakes so few and so human.

JOHN DOMINIC MICHAEL
Washington, D. C.

SEQUEL

Sirs:

I was the "U.S. visitor" referred to in the story, "Lame Prince's Lithe Progress" (*LIFE*, Oct. 27), who was the guest of His Majesty King Saud in Riyadh last March.

In showing the prince at play, your caption stated, "His young playmates are the numerous other sons of King Ibn Saud and of Ibn Saud's late father." This is incorrect. The correct name of the present king is H.M. King Saud ibn Abdul Aziz al Saud and known popularly as King Saud. His name indicates that he is the son of Abdul Aziz. The name of his father, the late king, was H.M. Abdul Aziz ibn Abdul Rahman al Saud. He was the son of Abdul Rahman and was known popularly as Ibn Saud.

ALFRED M. LILIENTHAL
New York, N. Y.

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CRANBERRY SOUFFLE SALAD

- | | |
|-------------------------------------|--|
| 1 envelope Knox Unflavored Gelatine | 1 (1-lb.) can Ocean Spray Whole Cranberry Sauce* |
| 2 tbsp. sugar . . . ¼ tsp. salt | 1 orange or apple, peeled and diced, or one 8½ oz. can pineapple tidbits |
| 1 cup very hot water | ¼ cup chopped walnuts |
| ½ cup Hellmann's Real Mayonnaise | |
| 2 tbsp. lemon juice | |
| 1 tsp. grated lemon rind | |

Mix gelatine with sugar and salt. Add hot water. Stir until dissolved. Add Real Mayonnaise, lemon juice and lemon rind. Blend with rotary beater. Pour into refrigerator tray and quick-chill in freezing unit 10-15 min., or until firm about 1 inch from edge but soft in center. Beat until fluffy. Fold in cranberry sauce, fruit and walnuts. Pour into molds and chill until firm. Unmold on lettuce. Top with Real Mayonnaise. 6 servings.

*If fresh cranberries are used, put 2 cups fresh cranberries through food chopper. Add ¼ cup sugar. Let stand for 10 min. This recipe is on Ocean Spray Fresh Cranberry boxes.



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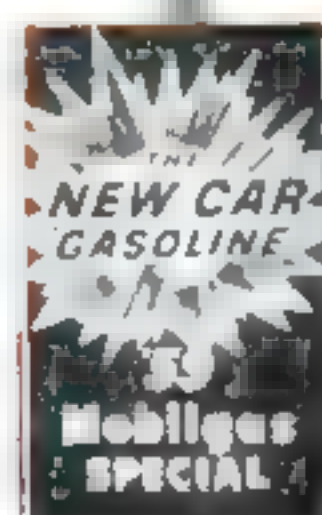
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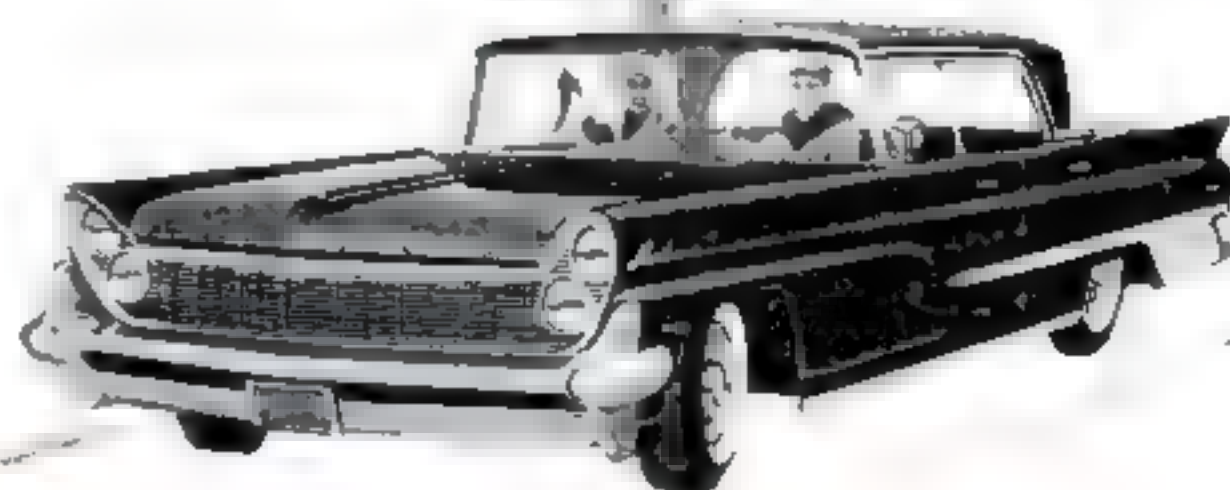
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THE 1958 LINCOLN
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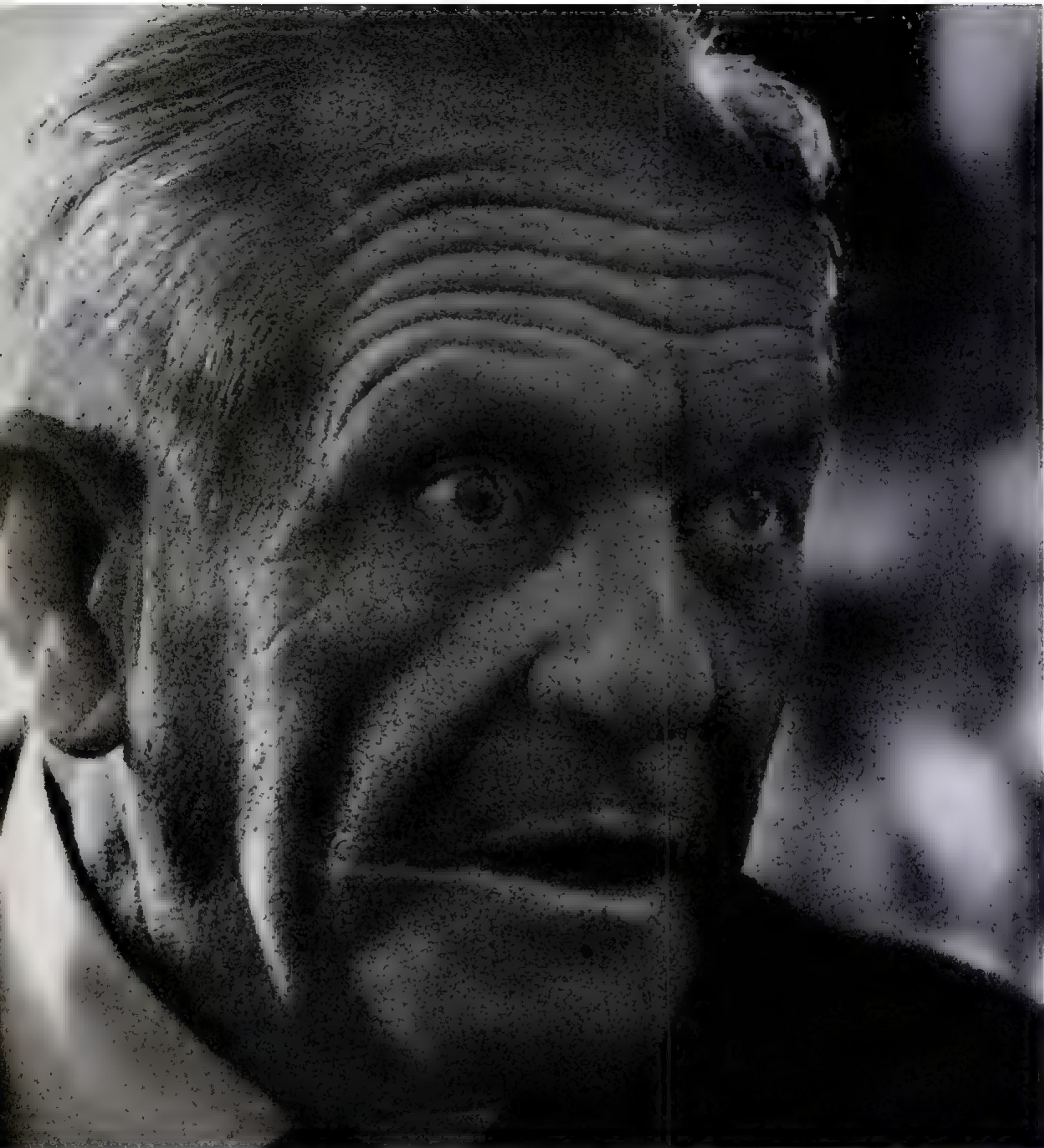


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IN LOS ANGELES GOVERNOR GOODWIN KNIGHT IS STUNNED BY HIS DEFEAT IN SENATE RACE. HE LOST TO DEMOCRAT CLAIR ENGLE BY SOME 700,000 VOTES.

REFLECTION OF SHOCK FOR OPPOSITE REASONS

The look of dazed disbelief frozen on the furrowed face of Governor Goodwin Knight of California and the open-mouthed astonishment of Connecticut's Democratic Governor Abraham Ribicoff reflected—for opposite reasons—a shock that was felt from one end of the country to the other. The two men were caught in a political earthquake. It buried Knight's hopes of being a U.S. senator and catapulted Ribicoff into a second term. It left the Republican party in a shambles over most of the U.S.



IN HARTFORD, CONN. GOVERNOR RIBICOFF IS STUNNED BY HIS HUGE PLURALITY OF 250,000 VOTES. "NO MAN DESERVES THAT KIND OF TRIBUTE," HE SAID

Statistics told the story. In the Senate, Democrats raised their 49 to 47 margin to 62 to 31. In the House they boosted it from 235 to 200 edge to 282 to 152. Their 29 governors shot up to 34. In 15 states legislative houses passed from Republican to Democratic control.

As both parties probed the reasons for the landslide (see *Editorial, page 36G*), its effects were already being felt. Admittedly baffled, President Eisenhower grimly drew lines for a two-year battle with the heavy congressional

opposition. A despondent Vice President Nixon who had carried the brunt of his party's campaign fight—particularly in his home state of California where the G.O.P. suffered disastrously—went briefly into seclusion as if to dissociate himself from the debacle.

There was a host of surprise winners (following pages), that included some glamorous young candidates who had a special appeal to the voters. Chief among them was Republican Nelson Rockefeller (see cover), New York

governor-elect, whose triumph in the midst of his party's disaster made him a threat to Nixon as the G.O.P. presidential candidate in 1960.

Meanwhile the elated Democratic leaders were brusquely getting ready to run the country. Speaker Sam Rayburn bitterly recalled Eisenhower's partisan campaign speeches about "radical" Democrats. Senator Lyndon Johnson set forth a Democratic legislative program which, more than any state-of-the-union proposals, would guide the incoming Congress.



UNEXPECTED WINNER, Vance Hartke, 39, Democrat of Indiana, gets big hug from his wife and son Keith in Evansville after winning narrowly over Governor

Harold Handley in the race for the Senate seat of retiring Republican William Jenner. Hartke, mayor of recession-hit Evansville, stressed economic issues,



VERMONT SURPRISE, Democrat Bill Meyer, here with his wife, was elected state's only congressman.



BRICKER'S CONQUEROR, ex-Congressman Stephen Young, Ohio Democrat, beat veteran senator.

UPSETS AND SURPRISES IN THE BIG LANDSLIDE

The election was full of upsets and surprises. In invariably Republican Indiana, Evansville's ebullient Democratic mayor was elected to the Senate. Vermont, symbol of granitic Republicanism, picked its first Democratic representative since 1850. But the most significant change in the Senate was the withering of the Republican party's right wing.

In Ohio a Democrat who had run 16 times for state and federal offices and lost 10 times

beat one of the Senate's staunchest conservatives, John W. Bricker. In Nevada a Democrat who looks like Gene Autry knocked off Senator "Molly" Malone. In Pennsylvania, Hugh Scott pulled an upset for the Republicans by beating the powerful governor for the Senate. But it was in Connecticut that the largest upset occurred. There voters who two years ago had picked a solid Republican congressional delegation elected a full slate of Democrats.



NEVADA UPSETTER, Howard Cannon, Democrat, shown with children, beat Senator George Malone.



REPUBLICAN VICTOR, Hugh Scott of Pennsylvania, beat Democratic Governor Leader for Senate.



CONNECTICUT CONTINGENT to the House, all Democrats, includes: front row—former Governor

Chester Bowles, Frank Kowalski, John S. Monahan, Emilio Daddario. Rear—Donald Irwin, Robert Gianno.

PLUS QUALITIES AT THE POLLS: YOUTH, LOOKS AND SEX APPEAL



HARDY SPORTSMAN Gabe McGee, 31, Democrat of Wyoming, bagged pheasant after killing Republican Frank Barrett in Senate race. He also hunted votes in the election, and was so effective women said they got a "buzz" from watching him. During campaign he traveled 130,000 miles around state, shook 1,400 hands.

FASHIONABLE YOUNGSTERS. Howard Edmondson, 31 (left), and George Nicks, 31, Democrats, emphasized youth in campaign, were swept in as the youngest governor and lieutenant governor in Oklahoma's history. The Republican in the best fight, 40-year-old Phil Ferguson, lost. And George Sherritt, 31, Republican, lost to McGee.

RIES

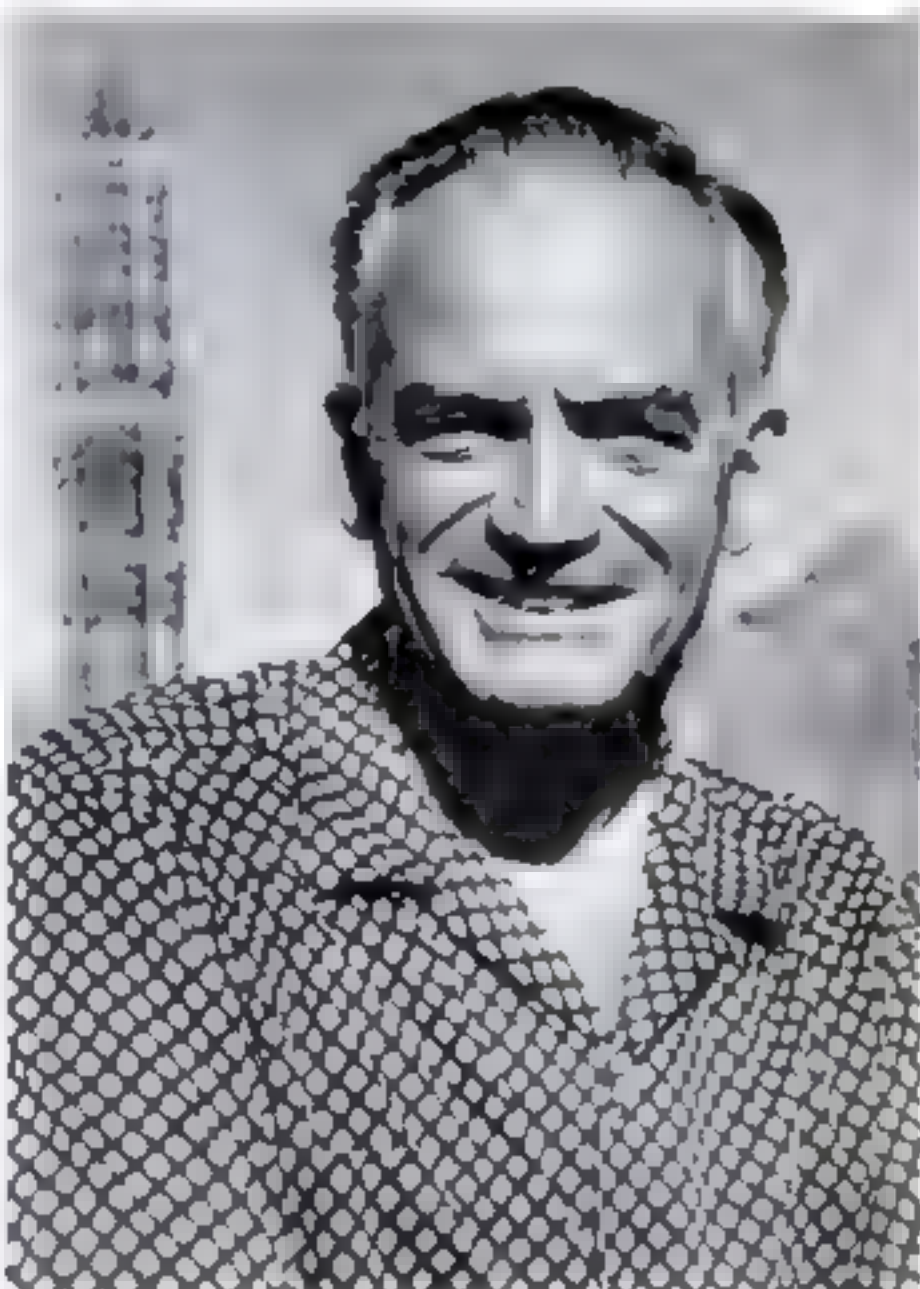




GLAMOROUS GO-GETTER, Democrat Harrison Williams, 39, of New Jersey, won Senate seat. A protégé of handsome Governor Meyner, he was told by a lady, "You're even handsomer than Meyner."



SUAVE UTAHAN, Democrat Frank Moss, 47, beat Senator Arthur Watkins. In campaign Republican lady looked at Moss and said, "He doesn't have a chance, but I wish he weren't so good looking."



ARIZONA HE-MAN, Barry Goldwater, campaigned in sport shirt and slacks, flew own plane around state. A radical dresser, he was one of the few conservative Republican senators to survive election.



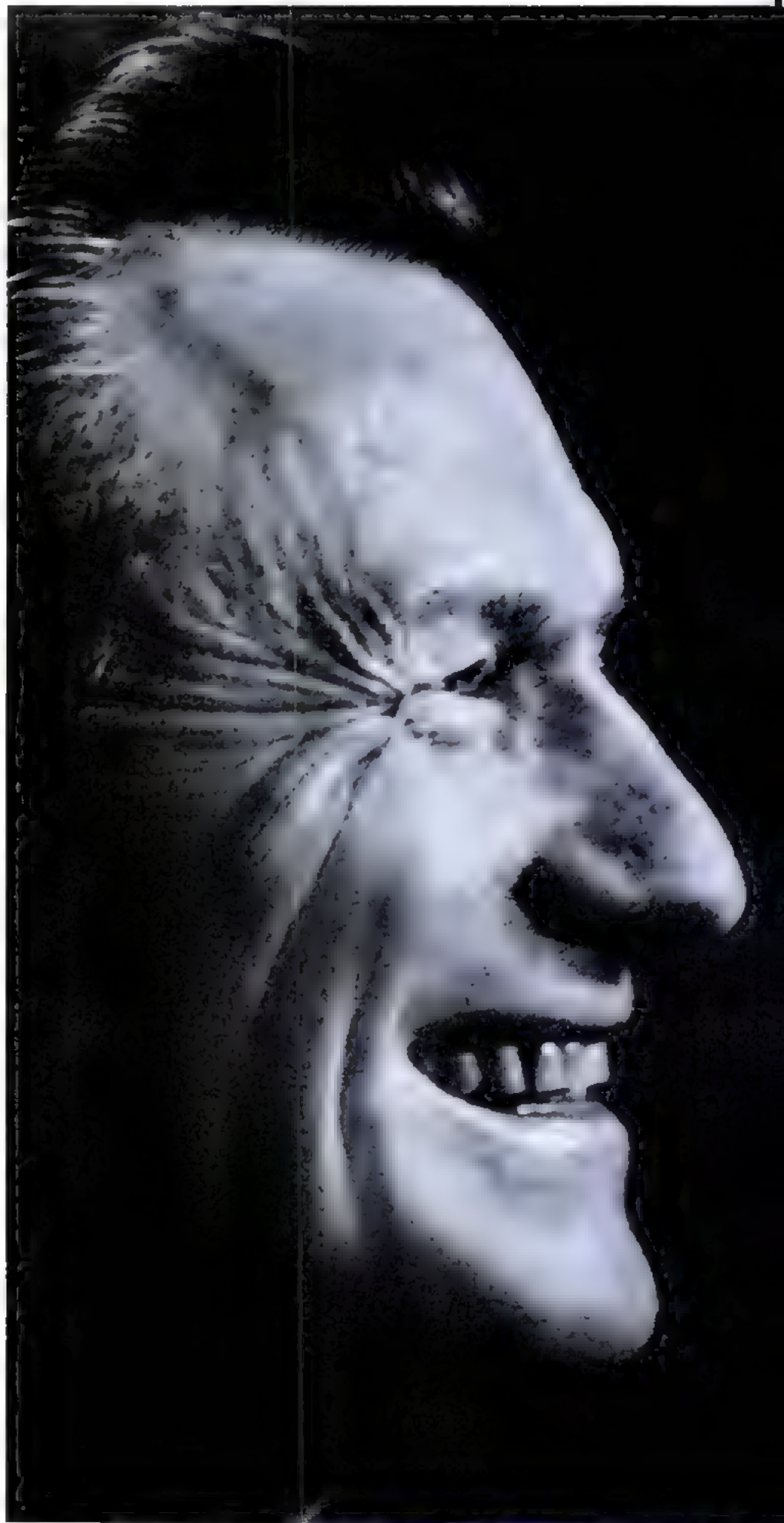
HANDSOME OREGONIAN, Mark Hatfield, 36, shown with wife, ousted Democratic governor. In campaign a lady Democrat, impressed by his looks, said the choice was between "head and hormones."



MANLY MINNESOTAN, Eugene McCarthy, 42, was so good-looking some women blushed when he appeared. He was a congressman for 10 years before beating Republican Edward Thye for Senate.



NEW YORK KNOCKOUT, Yaleman John Lindsay, 36, who is a Republican, was elected to Congress from New York's Silk Stocking district. One admirer referred to Lindsay as "a blond Greek god."



A NEWLY FAMOUS SMILE is shown as it breaks over the face of Nelson Rockefeller—from an earnest look (upper left) into the beguiling laugh above.

Already the smile is a valuable trademark of the 51-year old political novice who won New York governorship as much by personality as other qualities.

THE G.O.P. WASN'T PUSHED—IT JUMPED

ROCKEFELLER'S WIN IS A LAST WARNING AGAINST DULL CANDIDATES AND NO LEADERSHIP

The election of 1958 was one of the major political landslides of this century. No amount of hopeful talk about how Nelson Rockefeller's smile (*see opposite page*) can expand nationally by 1960 can obscure the fact that the Republican party in November 1958 has the battered appearance of a man who just fell out of a window. As in most such cases the big question is whether he jumped or was pushed. It is, as it happens, a very important question, involving the fate of this country's two-party system.

At first glance the "pushed" school of thought seems to have the most persuasive arguments. There is, as the Gallup poll assures us, an old image of the Democrat as an average friendly working stiff, a corresponding image of the Republican as an aloof character who wears a pearl-gray Homburg and has a broker. These aging stereotypes may not fit any more, but people tend to recall them on election day—especially if recession is still in the air. The voters, also, have been upset by the abrupt alternations of complacency and crisis in U.S. foreign policy. Sherman Adams's thin vicuña coat—so the argument continues—may not have been a patch on the Truman administration's mink, but it is a more recent model.

Finally, the "pushed" school says, 1958 was a nonpresidential year. The normal tendency to vote against the party in power at such times was sharpened by the factors noted above, plus a general feeling of uneasiness about the nation's leadership. It was pressed home by smooth-working Democratic campaign tactics, which took advantage of both local grievances and national objects of criticism like Ezra Taft Benson, John Foster Dulles and the missile "lag."

This argument has enough truth in it to account for a party's taking a severe fall at the polls. But it does not account for the seven-story drop suffered by the G.O.P. No, the patient was not pushed. Strange as it may sound, he seems to have jumped.

The causes for this suicide attempt showed themselves during the campaign. It was a curious campaign—for all its decisiveness an extraordinarily quiet one. Yet despite the absence of noise the electorate voted with much care. In its vote it showed an acute appreciation of what the Republicans generally refused to provide: lively, hard-working candidates, a positive approach to politics, and an active national political leadership.

First and foremost this was a candidate's election. Despite all the last-minute G.O.P. warnings about "radicals" there was not much of a left versus right issue in the minds of most voters. Most of the successful Democratic candidates, like most of the winning Republicans, were best described as middle-of-the-road.

In state after state, in this candidate's election, the Democrats fielded better candidates and gave them long-building grass-roots support. In state after state the Republicans showed a tendency to put up dull and routine candidates, whose sense of modern political problems was about as lively as the moose heads on the walls of their clubs. Some, like the disastrously ambitious Senator Knowland, even displayed an unerring talent for arousing the voters' sense of melodrama, in the wrong direction. Columnist Joseph Alsop summed up the problem accurately, if a little hyperbolically, when he wrote, "You cannot expect to win many races if almost all your entries are spavined, strangled or afflicted with glanders."

The big losers were almost always Old Guard Republicans—men like Ohio's Bricker, Nevada's Malone and former Senator Jenner's hand-picked Indiana substitute, Harold Handley. Their consistent repudiation should show the Republican survivors that issues like "deep-freezes," "soft-on-Communism" and the

perils of Democratic "socialism" are no longer the valid vote-getters they once were.

The only new issue which the mortician's wing of the G.O.P. did uncover was the unfortunate right-to-work law. It was the *one* issue capable of mobilizing the waning political strength of organized labor. It did the Republicans great damage.

But it does not follow that either "labor votes" or the "trend" were automatically fatal to the Republicans. The fact is that strong and appealing Republican candidates generally won. Everything in the book—trends, labor, recession *et al.*—was working against Nelson Rockefeller in New York. All that, plus Old Guard opposition in his own party, was working against Mark Hatfield. Oregon's new 36-year-old governor-elect. But they worked hard and long, they had something to say and they won. Michigan's Gerald R. Ford, for example, one of the brighter men in the House and a year-round campaigner, held his seat by a smashing 64% of the vote against concentrated A.F.L.-C.I.O. opposition—and in a district notably hard hit by the recession.

Almost all these winners were modern Republicans, but they were forced to run and win as individual local candidates. Some of them actively dissociated themselves from the national leadership. None of them was supported by a strong national image of the modern Republicanism they were advocating.

That image was absent because the White House gave it neither form nor content. This failure of the national leadership was all the more crippling because the President's peculiar talent for reassuring statement has long given so many Republicans a false sense of security. If nothing else, 1958 should convince the G.O.P. leaders that the name Eisenhower is not some kind of sacramental rabbit's foot.

In 1952 the President set himself a Herculean task: to remake the party in his own image. After 1956, with the job barely half done, he stopped working at it. Outside of Vice President Nixon, the Republican leadership has done little, if anything, to replace the Old Guard stereotype with a new image of a national party pledged both to private enterprise and the public welfare.

The long history of White House lack of disinterest in local G.O.P. politics showed up constantly in the disunity of this Republican campaign. When a young Democrat reports to the clubhouse in most states, he is apt to find himself a welcome part of one energetic team. The day after a young Republican shows up, he finds himself choosing sides in a murky factional battle.

The victories of men like Rockefeller, Hatfield, Ford and Pennsylvania's Hugh Scott showed that the Republicans need not resign themselves to the role of a disunited minority party. The wreckage of the other Republican campaigns is equally firm evidence that they had better scrap the false optimism and the "know-it-all" complacency still ingrained in their leadership.

There are plenty of issues impending which it is the duty and the opportunity of a party in the White House to present to the U.S. public. On each of them—the gigantic problem of city redevelopment, the crisis of responsibility between federal and local governments, the conquest of space, the further development of nuclear energy, a constructive foreign policy that goes beyond mutual defense pacts—there is a Republican position which can and should be dramatized for the U.S. public. If it presents these issues well, the party in the White House has a chance to regain heavy popular support. But it can make this support pay off in votes only if it sees the lofty issues and the local precinct worker as equally important parts of a working, living political organism.

The Republican party has two years in which to do this.

A LOOK AT THE WORLD'S



A FALLING IN LOVE FROM 20,000 FEET

Falling from a plane four miles above the earth at Montebello, Algeria, Colette Duval, a Paris fashion model turned professional parachutist, began a practice jump locked arm in arm with her fiance Gil Delamare. The two were warming up for a free fall jump contest in which

participants drop as far as they can fall before opening their parachutes. Later, during the competition, Colette—who already holds the French record for free falls in daylight—and Gil set a new world mark in night falls by dropping 4.3 miles together with closed 'chutes.

THE TELLTALE TRACK

The fiery track of the third Air Force moon rocket is shown at right in a multiple exposure photograph. Soaring up over Cape Canaveral, Fla., the rocket briefly disappeared in a cloud bank and then reappeared, revealing itself in a line of dots of light in the upper left of this

WEEK



OF A FIERY FAILURE →

picture. But the third-stage solid fuel engine failed to fire and the rocket, unable to reach the 24,000 mph acceleration needed to counteract the force of gravity and reach the moon, fell back to earth. Next month, on the heels of the Air Force, the Army will take its turn





CALLAS IN DALLAS UPSET BY THE MET

"Cruel man!" trilled the stridently famous Soprano Maria Callas in the opera *Medea* in Dallas. She could sing this with real conviction because she had just been fired by Rudolph Bing, general manager of the Metropolitan Opera, for refusing to sing roles he assigned her.

Callas left at least four companies, once snarled at a Chicago process-server (top, left), once quit a Rome role after one act (middle). Last year she seemingly got a bang out of singing for Bing (bottom). But no more. "Once you have Callas," cried Callas, "treat her properly."



A SMILING MEETING

If a cat may look on a king, a kitt may look on a queen. American Singer Eartha Kitt had this privilege when she met Queen Elizabeth.



A BLOW FOR RACISM

Slashing at Negro women on a Johannesburg street, a white policeman tried to quell a bitter protest against race discrimination in South Africa. Protesting a move to make them carry police identity papers, the women were attacked with tear gas and clubs and 2,000 were jailed.



OF KITT AND QUEEN

Lartha had just performed for the queen at the London Coliseum. Another American who met queen was Singer Pat Boone (4th from right).



A GOODBY—FOR GOOD? ►

King Hussein of Jordan made a farewell tour of his country before leaving for a holiday in Switzerland. His political followers feared that the king's absence would give his pro-Nasser enemies a good opportunity for a coup—and that Hussein might never be able to come back.





POPE'S BROTHER Zaverio, seated, with other close relatives near the papal throne, wipes away tears.

JOHN XXIII RECEIVES HIS TIARA

**Resplendent ceremonies
close an eventful month**

A memorable month for the world's 500 million Roman Catholics came to its climax last week in Vatican City. After the sudden death and stately funeral of Pius XII, after the secret three-day conclave of cardinals and their election of a new Pope, the triple crown of the Church's supreme ruler was solemnly placed upon the head of John XXIII, the 76-year-old son of an Italian sharecropper.

The setting was St. Peter's, where the muted color of the requiem for Pius was replaced by resplendent ceremonies, cheering crowds and the liquid melody of silver trumpets. Pope John, showing warmth and piety that charmed observers, occasionally smiled and waved at his three brothers and sister, whose trip to the coronation marked only a brief break in their simple farm lives.

Then, putting on his spectacles to read his homily, Pope John emphasized his Church's stern concept of its universal power: "Men can securely reach salvation only when they are united with . . . the Roman Pontiff." He added: "We have at heart in a very special manner our task as shepherd of the entire flock."

POPE'S PORTRAITS are hawked by vendors outside St. Peter's as the coronation proceeds inside.

ON HIS THRONE, beyond columns over the high altar, John XXIII receives his cardinals' obeisance →



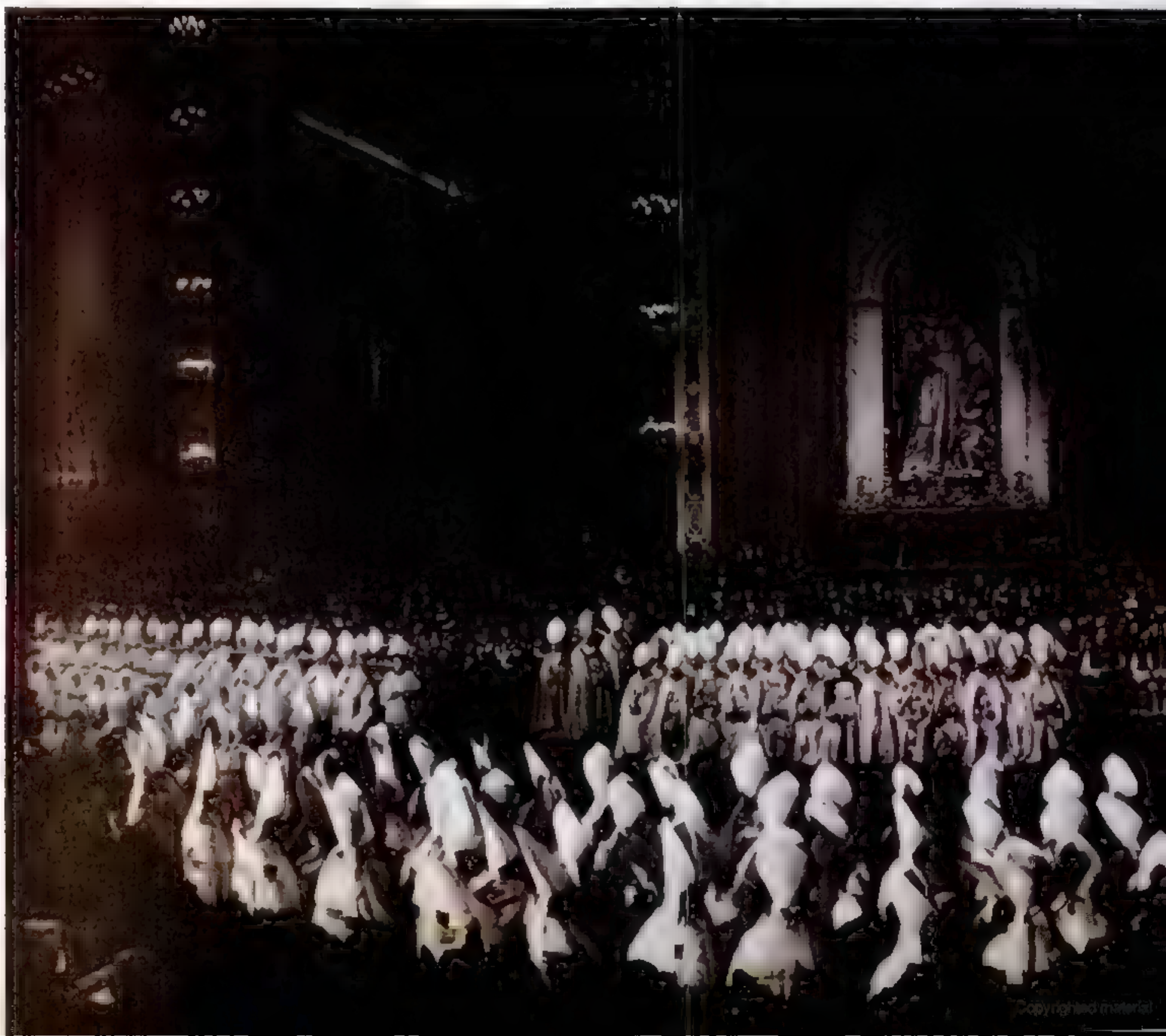


JWELED MITER of white and gold brocade is placed on Pope's head by Monsignor. Pope then makes a gesture. Pontiff's feet steps of high altar.



GREETING CARDINAL SPELLMAN, the Pope greets forward as the American makes his obeisance then shakes Pope's hand. At right is Cardinal Ottaviani.

ON HIS WHITE DAMASK THRONE AT END OF APSE IN ST. PETER'S, FLANKED BY HUGE OSTRICH FEATHER FANS KNOWN AS "FLABELLI," THE POPE LISTENS





ON HIS PORTABLE THRONE, the *sedes gestatoria* Pope John XVIII raises his hands in blessing as the coronation procession moves slowly through the

vesting thrones in St. Peter. He is borne by 12 red-uniformed carriers. Eight officials hold a white canopy over him, decorated with gold fringes and

ATTENTIVELY TO MONSIGNOR DANTE EXPLAIN NEXT STEP IN CEREMONY. CARDINALS AND OTHER HIGH PRELATES IN WHITE MITERS SIT IN FACING ROWS IN APSE





MASSED BETWEEN THE EMBRACING ARMS OF THE BERNINI COLONNADES, 100,000 ROMAN CATHOLICS WITNESS THE CROWNING OF THE NEW PONTIFF ON THE



THE CROWNING of Pope John XXIII takes place on balcony. The gold, silver and jeweled mitre, in three rows, one atop the other, is assisted by Magr

Dante, center, with back turned, just after it was placed on Pope's head by Cardinal Deacon Canali (to left of Dante). Bearded Cardinal Tisserant is a member of the



CENTRAL BALCONY OF ST. PETER'S BASILICA, THE WINDOWS ON THE TWO TOP FLOORS OF THE VATICAN BUILDING AT FAR RIGHT BELONG TO PAPAL APARTMENTS



THE BLESSING "*urbis et orbi*" (to the city and the world) is given by the Pope just after the crowning ceremony. As he makes the sign of the cross with his

right hand, his attendants bow their heads and cross themselves. Monsignor Enrico Dante kneels at left center and Nicola Cardinal Canali bows beside him.

CONTINUED



ADORNING ST. PETER, a ceremony traditional to a Pope's coronation, attendants dress the Pope in the famous bronze statue of the first Pope, St. Peter, stands near

the papal altar. Stated, attired new in pontifical robes and a golden papal tiara, dates from the Fifth Century. Kisses of the faithful gave worn his right foot

The newest Campbell Tomato

How it helps keep our
tomato soup price the same today
as it was 8 years ago



Now, after 11 years of painstaking work with nature, comes a great new tomato for Campbell's cooking. Juicy. Meaty. And full to bursting with good flavor.

But what makes this newest tomato (grown first in the Eastern states) truly remarkable is its much greater resistance to cracking, as other varieties are apt to do. Which means a "bumper crop" of quality for our chefs to work with.

This is one of the many things that helps Campbell's keep prices down, so in turn we can bring more value to you. Good proof of this is the fact that Campbell's Tomato Soup is priced the same today as it was 8 years ago.

Bringing you better value—and better flavor—through continuous research is all in a day's work at Campbell's. It's the creed we live by: "To make the best, begin with the best—then cook with extra care".



*"To make the best,
begin with the best—
then cook with extra care"*



Life's a lot more fun
when you own a Buick!





There has never been anything like it before! Wherever you go in your Buick, it tells you wonderful things. And it says wonderful things about you. It tells you about the power, the handling, the ride, the operating silence of a truly great automobile. And it proclaims your good judgment, your good taste, to the whole wide world. For the car you have chosen is the most supremely fine Buick ever built (glance below for some of its features). And the most excitingly beautiful Buick in nearly 60 proud years. In 3 series so new even the names had to be new:

LE SABRE INVICTA ELECTRA

The thricest Buick

The most spirited Buick

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New Equipoise ride • New super-quiet Bodies by Fisher
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*Optional at extra cost on certain models

A new class of fine cars
within reach of 2 out of 3
new-car buyers

BUICK MOTOR DIVISION GENERAL MOTORS CORPORATION

THE CAR: BUICK '59

Give your kitchen the Custom Look with these **HOTPOINT BUILT-INS**



Whether you're building, remodeling or simply replacing—you can choose the ideal Hotpoint cooking appliances for your needs and budget.

From Hotpoint—first name in electric cooking—comes the last word in modern, space-saving "built-ins." Completely automatic and superbly styled, the two 1959 units pictured here give you all the quick, clean convenience of Hotpoint automatic cooking. Here's what we mean.

Hotpoint Bi-Level Oven (Model RLG-702). Two complete ovens—each with its own bake and broil units and separate controls. So you can bake or roast while you barbecue or broil.

And what *features*: Eye-level Control Panel, with a complete system of automatic temperature controls, switches,

indicator lights . . . Roast-Rite Thermometer . . . Rotisserie . . . Insulated Panorama Window . . . Custom Cooker and Server—which you use as a fully automatic utensil on the Super-Matic unit, or as a casserole in the oven . . . And, best of all, long-life, sheath-type Chromalox® Bake and Broil units that distribute heat *uniformly* for even baking and broiling.

Hotpoint 4-Unit Surface Cooking Section (Model RM-102). Fits over any standard 30-inch wood or metal base cabinet. Gives you all the luxury conveniences, all the automatic meal-tending, timing and controls, all the *automatic success* of Hotpoint's finest top-of-the-range cooking features.

Visit your Hotpoint Dealer and see his complete line of 1959 Hotpoint Electric Built-Ins and Ranges.



Hotpoint

HOTPOINT CO.

(A Division of General Electric Co.), Chicago 44



**LOOK FOR
THAT HOTPOINT
DIFFERENCE**

A LANDMARK'S BIG COMEBACK

After a long wait and a lively East-West wrangle, Berliners had their beloved landmark, the Brandenburg Gate, back. The 167-year-old gate was battered during the war and its ornament, the victory goddess with her quadriga, was destroyed. But a plaster cast of the statuary was preserved in West Berlin.

In 1956, West Berlin agreed to build new statuary if East Berlin would refurbish the gate itself. When West Berlin delivered the finished goddess, the Reds stripped her staff of the traditional iron cross and eagle, claiming these were fascist symbols. But the political rancor soon subsided in Berlin's general civic joy at seeing the famous landmark restored.



RIISING GODDESS of victory is hoisted toward the top of the gate. The copper goddess, whose original design dates from 1794, is over 13 feet tall.

REBUILT GATE with victory goddess and quadriga atop it is seen from East Berlin. Gate is patterned after the propylaea or entrance of the Acropolis.



Pleasure up your smoking with America's Best Filter! Enjoy new Hit Parade

America's Best Filter

The world's finest tobaccos



with over 400,000 filter traps



The pleasure's all *yours* in new Hit Parade. For its remarkable filter, with over 400,000 filter traps, takes no flavor toll from the world's finest tobaccos. It draws freely . . . delivers deep, full smoking enjoyment. And test after test* proves that new Hit Parade outfilters all leading filter brands.

*By the entirely new and improved testing method of advanced accuracy that traps and weighs total smoke solids.

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BARONESSSES SWANBOROUGH AND WOOTTON



BARONESSSES RAVENSDALE AND ELLIOT

AT LAST, THE HOUSE OF LORDS TAKES IN LADIES

The British government breaks with a 1,000-year-long tradition as its upper chamber goes coeducational

Though they look like a quartet of matrons impersonating historical figures at a costume ball, the ladies above are actually taking part in history. Last month, arrayed in the scarlet and ermine of peers of the realm, they became the first women ever to be admitted to the British House of Lords.

Women have served in the House of Commons since 1919. But the lords have beaten back repeated attempts by hereditary peeresses to enter the upper chamber. This year, with attendance of the 870-member House of Lords fallen to only 100 per session, the government got the peers to

accept a bill providing for appointment of some lords for life only, including a number of women. Their titles and seats would not be hereditary.

The new "baronesses" are the Marchioness of Reading (retitled Baroness Swanborough), founder of Women's Voluntary Service, Sociologist Barbara Wootton, Baroness Ravensdale, a leader of national girls' clubs, former U.N. delegate Katherine Elliot. Having seated all four, the government broke another tradition and allowed photographs of the queen opening a new session of parliament in the House of Lords (*next page*).

CONTINUED



FIRST PICTURE OF AN ANCIENT CEREMONY shows queen in House of Lords addressing joint assembly of Lords and Commons to open the new session of Parliament. To left of throne are ladies in waiting. To right are Prince Philip, seated on small throne, and Viscount Montgomery of Alamein, holding aloft the

'sword of state.' Facing throne center are gray wigged judges. Behind, overflowing to left and right are red-robed members of Lords. In benches at right are named peers. In benches to left near throne are diplomats, commonwealth representatives. Members of Commons are in rear of chamber out of the picture.

WHY PAY MORE... ...EVER?

You can pay $\frac{1}{3}$ more
for other brands—but you can't buy
a finer toothpaste!

Ounce for ounce you pay an average of $\frac{1}{3}$ more for each of the other seven leading brands. Even on most so-called "special price deals" you *still pay more*. Yet there is no better toothpaste than Super-White Kolynos. Kolynos contains *three* cleansing ingredients instead of two. *Cleans* your teeth like no other toothpaste does. Even removes food and cigarette stains. And no other toothpaste destroys odor bacteria more effectively. There's no better toothpaste at any price to clean teeth, sweeten breath, stop decay. What more could you ask of your family dentifrice?





PREPARING FOR PANEL DUTY, GLORIA CHRISTENSEN (LEFT) AND BOB MOONEY WATCH FROM PROWL CAR AS A POCATELLO POLICEMAN ARRESTS A SPEEDER

REMEDY FOR TEEN-AGE TRAFFIC TROUBLES

Pocatello's accidents go down, respect for law goes up as juvenile judges sentence juvenile offenders

Year by year, the teen-age driving problem in Pocatello, Idaho got worse. The state licenses drivers at 14, when some of them are barely big enough to see over the dashboard. In Pocatello 350 of 1,800 high school students drive their own cars to school, which is in the middle of town. Traffic used to be a mess. The kids cut corners, tore up and down streets, ran through stop signs and caused an alarming number of accidents.

Traffic Court Judge Don Bistline tried every remedy he could think of, but the teen-agers resented authority and the accident rate kept climbing. Then two years ago he decided to turn the problem over to the teen-agers themselves. He got the schools to appoint a panel of students to sit with

him in traffic court, had panel members observe law enforcement techniques and set up a traffic school for rehabilitation of offenders.

Now on Saturday mornings, under the judge's supervision, the teen-agers decide cases involving their fellow students. They sometimes suspend licenses or impound cars, but more often they assign a theme of 500 to 1,000 words on traffic safety or sentence violators to attend special traffic school for offenders. The result has been a remarkable improvement in the safety record of Pocatello's teen-agers. They used to be involved in 30% of the town's accidents, now figure in only 21%. Even more important, they have developed a healthy respect for the law.

IN COURT KENNETH GAYHART, 15, WHO PASSED A CAR AT INTERSECTION, APPEARS BEFORE PANEL AND JUDGE BISTLINE. HE LOST HIS LICENSE FOR FIVE DAYS



CONTINUED

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IMAGINE!

LIGHT CANDY! Yours because you can whip low-calorie Carnation Instant!

Never before a candy like this! Rich flavor like old-fashioned candy—yet so deliciously *light*! The secret? It's made with *whipped* Carnation Instant Nonfat Dry Milk! Discover Carnation, the "Magic Crystals" Instant, today. Delicious for drinking, cooking, baking—and it *whips*! Costs as little as 8¢ a quart.



Recipe: Whipped Carnation Instant Rainbow Candy (Makes 49 squares)

½ cup cold water	½ cup water
3 tablespoons (3 envelopes) unflavored gelatine	1 teaspoon vanilla flavoring
2 cups sugar	2½ cups <i>whipped</i> CARNATION INSTANT NONFAT DRY MILK*
2 tablespoons light corn syrup	

Combine ½ cup water and gelatine in large mixing bowl. Mix sugar, syrup and ½ cup water in saucepan; cook over medium heat, stirring constantly, until syrup reaches rolling boil. Cook 5 minutes without stirring. Pour hot syrup over gelatine and stir until gelatine dissolves. Add vanilla. Cool at room temperature to thick syrup consistency (about 1 hour), stirring occasionally. Add whipped Carnation Instant to cooled syrup. Blend with rotary beater or mixer until smooth. Pour into buttered 9-inch square pan. Chill 1 hour. Cut into squares; roll in plain, toasted or colored coconut, or chocolate shot.

RAINBOW VANILLA SQUARES: After adding whipped Carnation Instant to cooled syrup, divide into portions and add a few drops green, red or yellow food coloring to each portion.

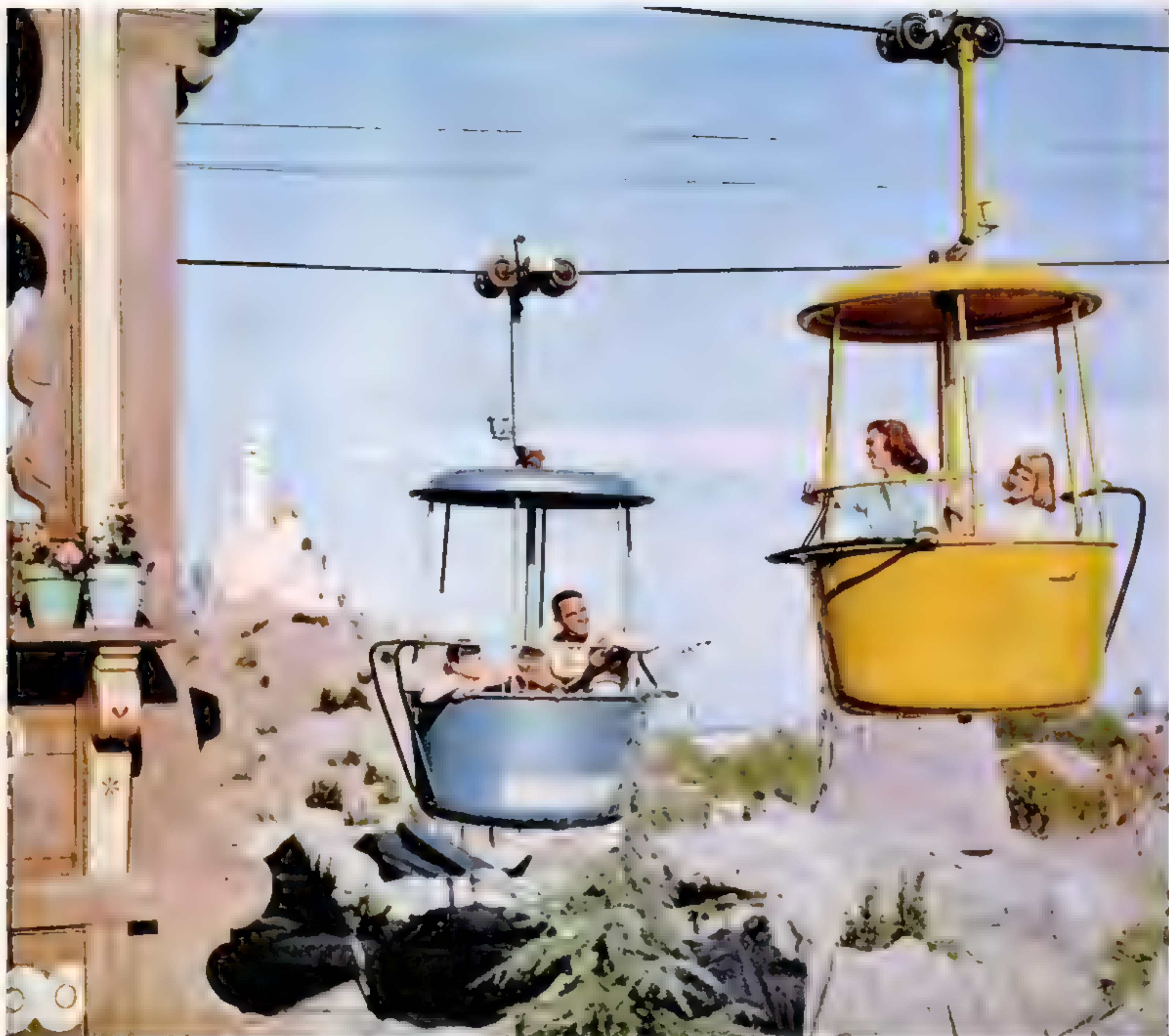
FRENCH CHOCOLATE SQUARES
Add 1 cup semi-sweet chocolate pieces to gelatine in mixing bowl. Chocolate melts as hot syrup is stirred in.

***TO PREPARE 2½ CUPS WHIPPED CARNATION INSTANT** for this recipe, mix ½ cup "Magic Crystals" with ½ cup ice water. Whip until soft peaks form (3-4 minutes). Add 2 tablespoons lemon juice; whip until stiff peaks form (3-4 minutes longer).

For whipped topping with ⅔ less calories than cream at only 1¢ a serving, see whipping directions on package.



3 QT., 8-QT., AND NEW 14-QT. SIZES



Walt Disney's Skyway Ror gives INA's Family with a Future a bird's-eye view of his "Magic Kingdom." Information Center maintained by INA and its agents is nearby. © W.D.P. 1958

Two wonderful ways to get out from under

First, you can visit Disneyland, where the troubles of yesterday and the worries about tomorrow somehow fall from your shoulders as you enter the gate. But when you leave you're sure to ask yourself "why can't every day and every place be like this?"

Surprisingly, it can. You can get out from under a big burden of worry at home, at work or wherever you go—when your financial future is protected with INA's modern family insurance.

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This is the insurance of the future for a family with a future. But you can enjoy it *now*, if you call your INA agent—or your broker—today

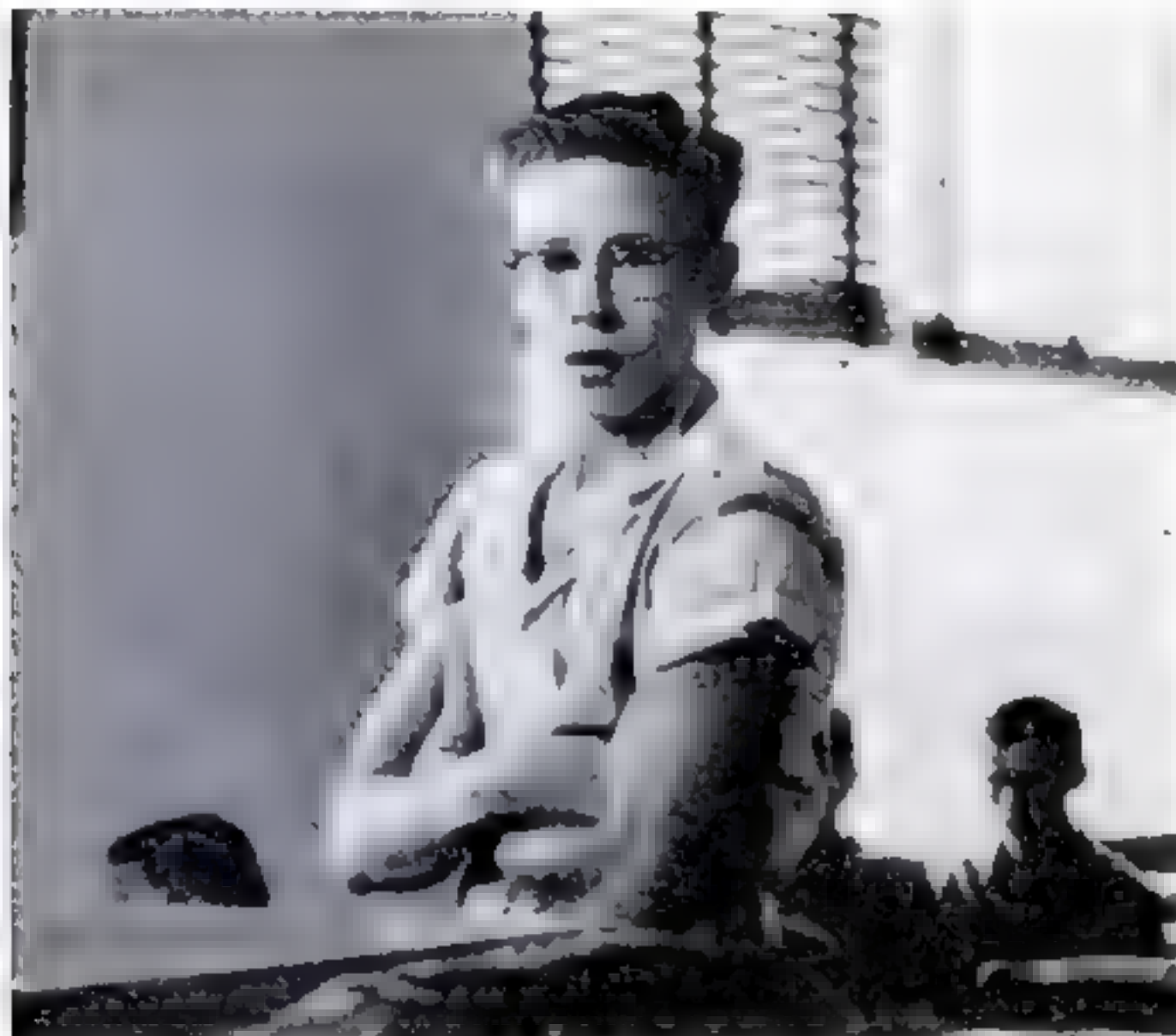
* See agent for details on Ohio or Virginia

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INSURANCE BY NORTH AMERICA



TEEN-AGE TRAFFIC CONTINUED



SECOND OFFENDER, Dennis Frazier, 16, charged with making illegal turn, was sentenced to three sessions in traffic school and a 1,000-word theme.



SPEEDER, Ginny Elderkin, 16, was going 35 mph in 25-mph zone, had no previous violations and was sentenced only to two sessions of traffic school.



CLEMENCY CASE, Jimmy Stanley, 18, went 50 mph in 25-mph zone, got off with 500-word theme and two sessions of traffic school because he works.

CONTINUED

"A while ago
my sinuses
hurt,
felt stuffed
up..."



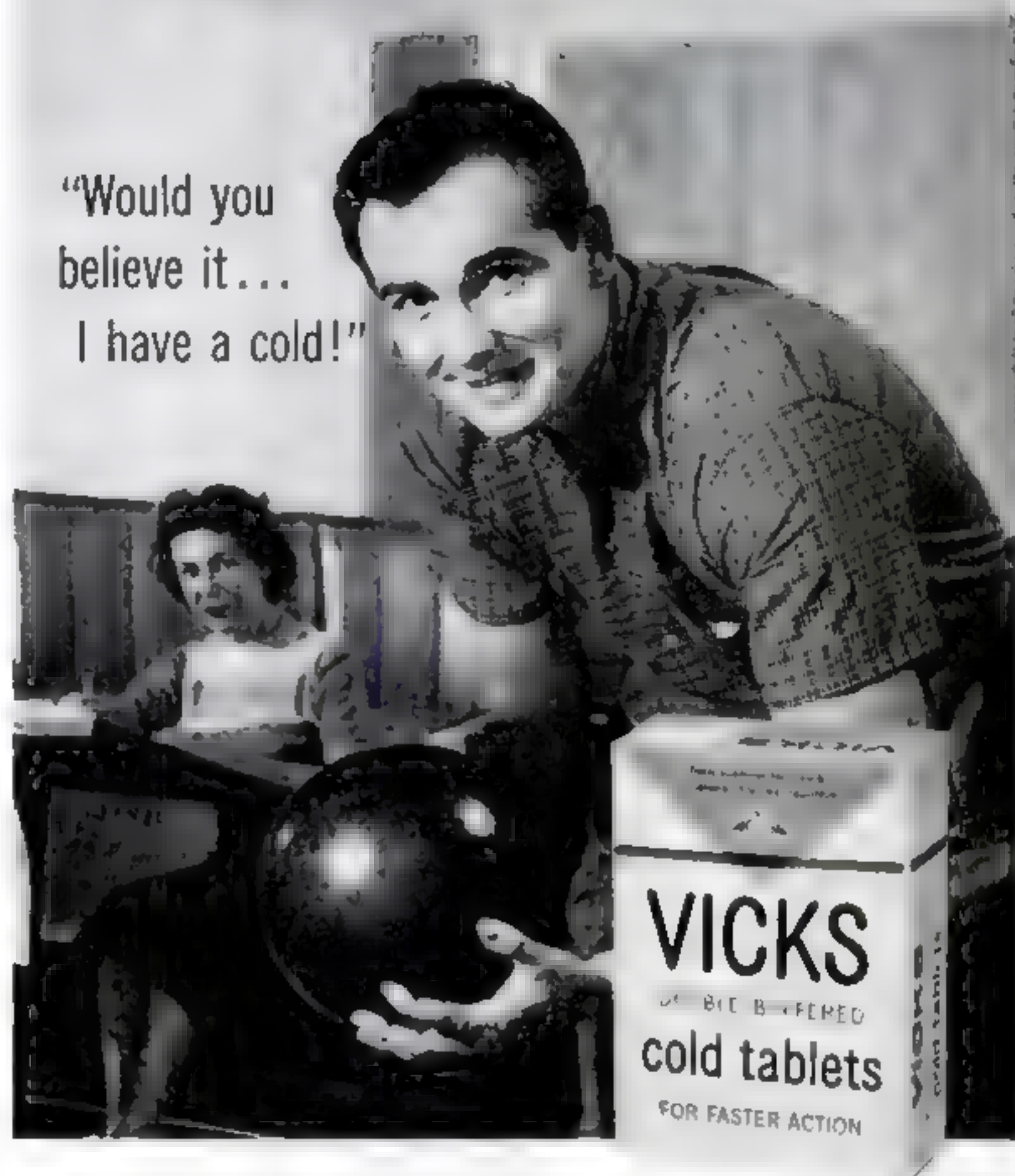
"I was tired,
dragged-out,
ached all
over..."



"Then I took
these new
Vicks
cold tablets
and I never
felt better
so fast
in my life!"



"Would you
believe it...
I have a cold!"



New Vicks Double-Buffered Cold Tablets act to
relieve colds, sinus pain
53% faster
than other leading antihistamine cold tablets



Fast
relief
for colds,
sinus pain,
stuffy nose
plus chest
congestion,
aches and
pains.

While the other leading antihistamine cold tablets are only partially at work...

New Vicks Double-Buffered Cold Tablets have already rushed cold-and-sinus pain relievers into the body 53% faster.

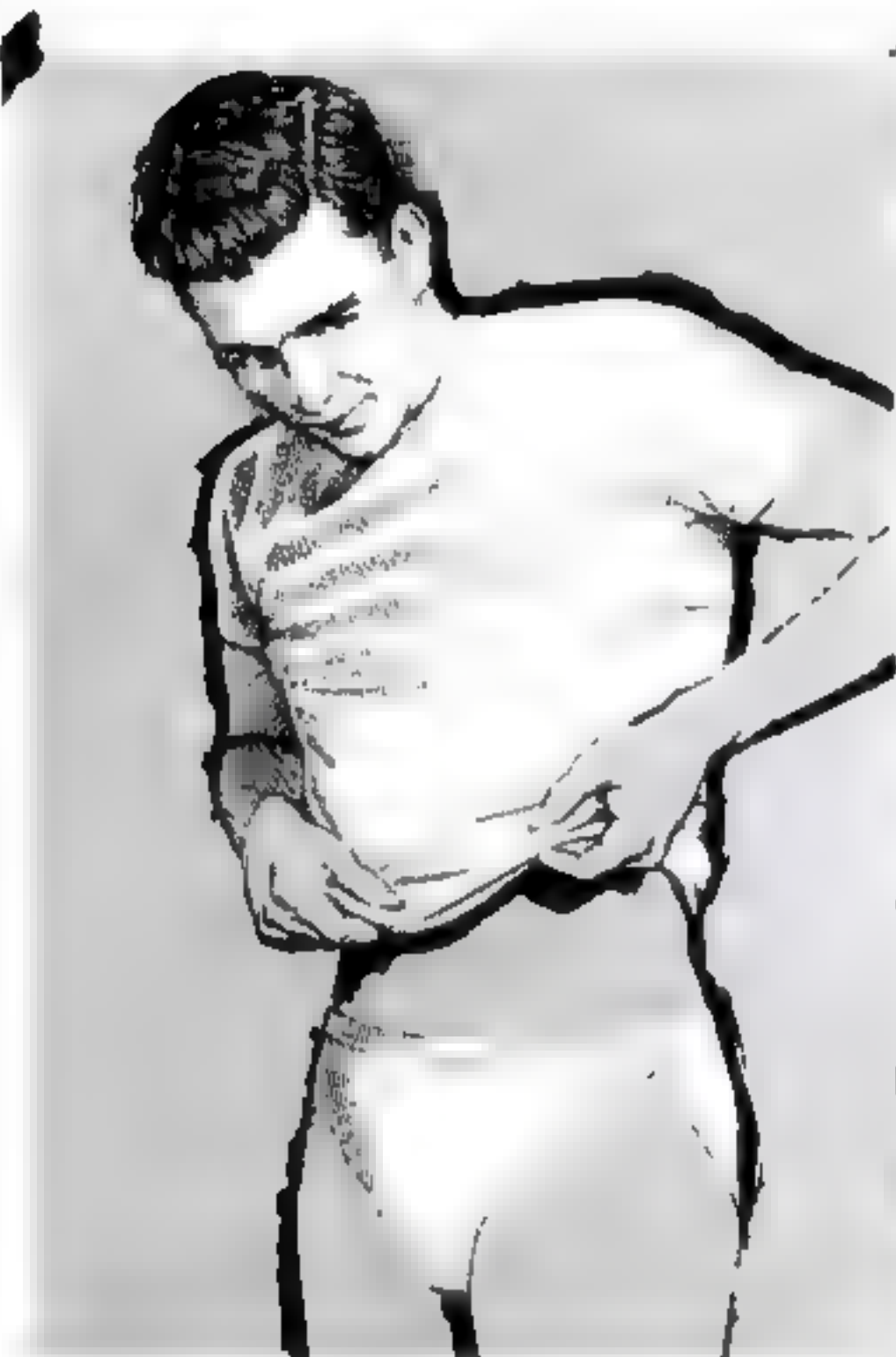
1. Double Buffered for faster action... cold-and-sinus pain relievers rush into the body 53% faster than those of other leading antihistamine cold tablets tested. Proved at a famous university!

2. Relieve colds congestion and blocked sinuses... promote sinus drainage. Relieve sniffles, sneezes, stuffy nose, too--relief that aspirin does not give. Relieve sore throat, chest congestion, body aches and pains.

3. Pick you up fast... relieve that tired, dragged-out feeling of a cold with two stimulating "pick-up" medications.

NEW Vicks DOUBLE-BUFFERED cold tablets

unique
new
garment for
SLIM-TRIM
comfort



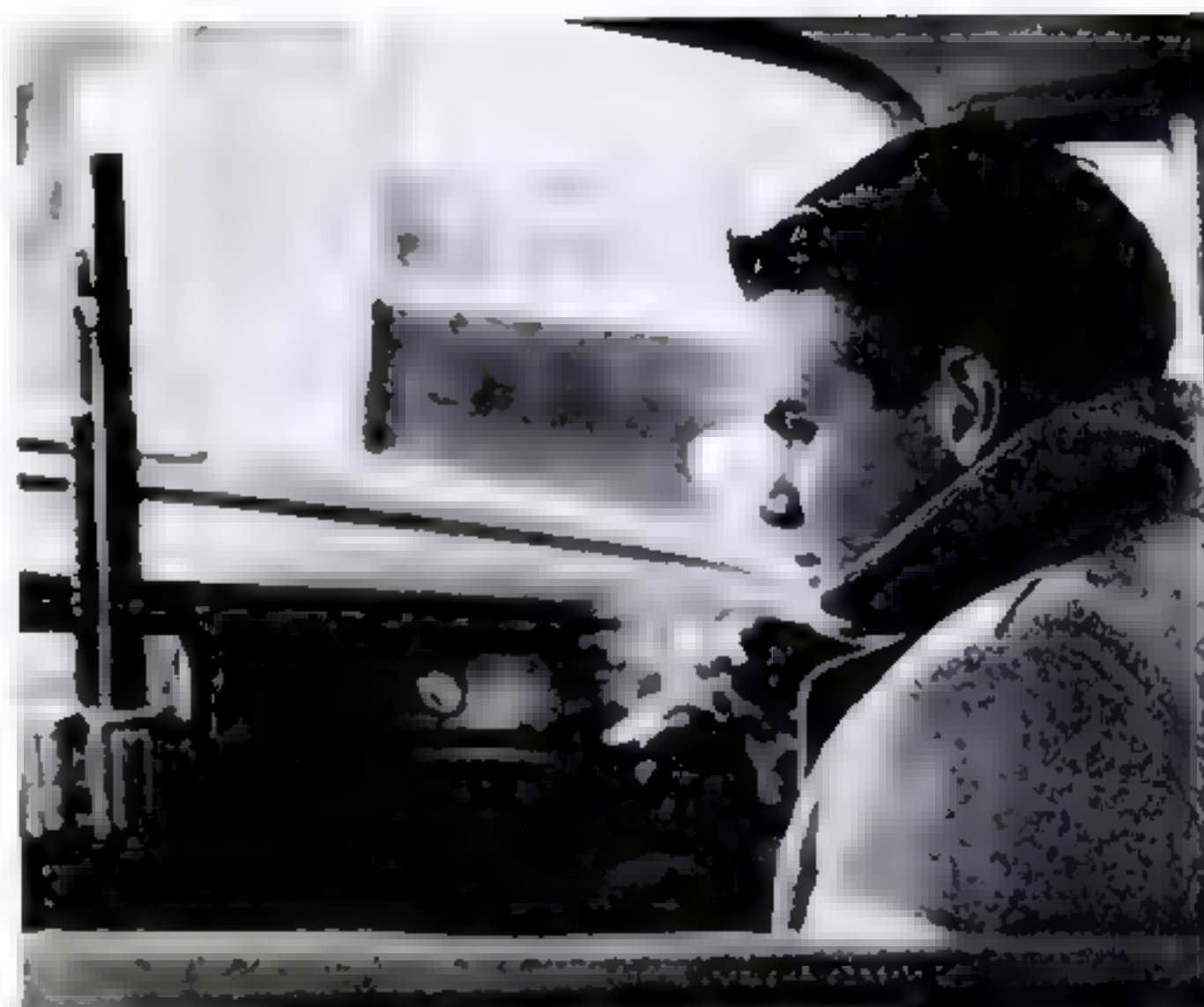
Jockey®
SKANTS® brief

They're unique—the first really original underwear style since the invention of the Jockey brief! SKANTS are bikini-cut, tailored of stretch Nylon that molds to your figure. Designed for today's styles, SKANTS help you look trimmer actually feel *slimmer*! Cut high on the sides, low at the waist, SKANTS give you maximum ease of movement and truly superlative comfort. Choose yours in white or in a choice of colors (red, black, maize, light blue, light gray). Try SKANTS soon. You've never known such freedom!



COOPER S. INCORPORATED, KENOSHA, WISCONSIN

TEEN-AGE TRAFFIC CONTINUED



DISTRAUGHT DRIVER, Bruce Wilson, 18, hit a pedestrian, had to write 1,000-word theme. Judge thought sentence light, but refused to interfere.



SPECIAL PUNISHMENT was given Bruce Cameron, 18, who drove without a license. He got 13 weekends of washing police cars and polishing floors.



IMPOUNDED CAR is polished by Steve Nugent, 17, as he reclaims it at the city pound where it was taken for making unnecessary noise as he drove.

*...from Chesapeake Bay,
land of pleasant living!*



National



Beer

This is the beer that comes to you from a land of pleasant living.

The land we're talking about is the Chesapeake Bay country. Celebrated since colonial days for its gracious living—its good food—its generous hospitality.

The beer is National. Long established as the side-by-side table-partner of the region's great delicacies—the Chesapeake oyster, the big bay crabs and clams Maryland fried chicken and Virginia hams.

A Chesapeake Bay tradition handed down from the past—today National occupies a place of its own among the great bottled beers of the country.

We offer it to you as a symbol of quality from this land of pleasant living. Try it, if you will. It's the TASTE that you'll like about National.

Put your best foot



FOR HEAVY GOING!

NEW TANDEM-AXLE CAPACITY PLUS FORD TILT-CAB ADVANTAGES! Brand-new this year—Ford tilt-cab tandems with ratings up to 75,000 lbs. GCW! Now get the serviceability, comfort and operational advantages of tilt-cab design in tandem-axle trucks . . . biggest haulers built by Ford! You get more *payload* capacity, plus the greater maneuverability of tilt-cab design; big maintenance time savings, too!

NOW—4-WHEEL DRIVE PICKUPS FOR OFF-ROAD WORK! For the first time— $\frac{1}{2}$ -ton and $\frac{3}{4}$ -ton trucks with Ford-built 4-wheel drive at Ford's traditionally low prices! They're equally at home in routine highway work or on your roughest off-road assignments. They're tough—sure-footed operators through mud, sand and snow—and grades of over 60% don't scare 'em. Available early 1959.



FORD-WARD



When you step *Ford-ward* you step ahead with a truck that's '59-new in savings, style and stamina. Take a look at the model that interests you most—and see for yourself.

Thinking of a new pickup? Ford's big Styleside Six is a real penny-pincher. Deluxe delivery? Choose from such style leaders as Ford's new work-or-play Ranchero or the all-new glass-paneled Courier. Tandem-axle tilt-cabs, too! In all, Ford offers over 370 new models for '59 to provide you with the *right* truck for savings and dependability on your job. See your Ford dealer and put your best foot *Ford-ward*.

← FOR SAVINGS!

FORD'S STYLESIDE PICKUP WITH SHORT STROKE SIX! Perhaps the biggest single feature of this new '59 Ford Styleside Pickup is its amazing fuel economy! Its rugged Short Stroke Six engine with new economy carburetor squeezes extra miles from every gallon of gas. Add to that a 23% bonus in loadspace over conventional pickup bodies, the smoothest ride of any ½-ton pickup, modern styling and an exclusive Driverized cab and you've made America's soundest pickup buy! Choice of 6½, 8, and 9-ft. boxes; Short Stroke Six or V-8 engines.

FOR STYLE! →

'59 RANCHERO, STYLE LEADER OF FORD'S MODERN TRUCK LINE!

In a line of trucks noted for modernity, the '59 Ford Ranchero is a standout! Here's the most dramatically different pickup ever designed. It handles half-ton loads with ease, yet it's car-comfortable in ride and handling! It provides 7 inches longer loadspace, increased body strength and rigidity, new fuel economy. And inside is all the luxury of the '59 station wagon. Use it for work—and for play—it's ideally suited for both!

Every Ford has SAFETY GLASS in every window



GO FORD-WARD IN '59

FORD TRUCKS COST LESS

Less to own...less to run...last longer, too!

Plenty of brands talk taste. Lucky Strike delivers
it: the unforgettable taste of fine, golden tobacco.
Next time: get the genuine article...

Get the honest taste of a LUCKY STRIKE



Purdue's 'Golden Girl'
Will Hula Again Today
Halftime Hula Too Hot?

**Encore! 'Golden Girl'
Will Wiggle Again**

WHOOPS AND HOOTS

CENSORED!

She'll Hula
on Gridiron
Despite Kicks

**Purdue Bars Hula
For 'Golden Girl'**

**Hula In Half Time
Has Purdue Boiling**

ADELAIDE'S ACT BROUGHT HEADLINES IN BIG CITY NEWSPAPERS REPORTING ON PURDUE CAMPUS CONTROVERSY STIRRED UP BY HER FOOTBALL FIELD HULA



TWISTING HER HIPS, Adelaide does act in rain on field at Ross-Ade Stadium in West Lafayette.

COED'S WIGGLE IN A WRANGLE

As the first half of the Purdue-Illinois game ended, there was a lot less suspense over who would win (Purdue was 18 points ahead) than what would happen when Adelaide came out. Adelaide Jeanne Darling was Purdue's "Golden Girl," the majorette whose halftime hula had become nationally celebrated. In the previous week's game at Notre Dame, TV showed Adelaide's hip-swinging strut and this considerably embarrassed some Purdue students. Their objections blew up into a campus storm as newspapers picked it up, published stories that Adelaide's act was to be censored.

But when she came out on the field at the 11:00 a.m. game half time in her gold and sequined suit, Adelaide had abated not a jot nor a wiggle. She swung baten and hips with equal abandon and got an ovation any star halfback would envy. An 18-year-old freshman, Adelaide took everything calmly. "I have the way I feel," she said. "I want to interpret life."



GLITTERING IN COSTUME, Adelaide leads Purdue band away from the stadium after the game.



eye, full of fresh long-lasting power, too. It's a Willard Battery, best by far for any car. Fully guaranteed in writing...dry charged or factory-filled...as low as \$9.95 and your old battery at **Willard Dealers** everywhere!

Start your puppy right!



Worm him at home in 10 seconds the easy way with

Sergeant's [®] **NEW** WORM-AWAY

Large roundworms (ascarids) rob your puppy of the nourishment he needs for a happy, healthy life. Now, with Sergeant's *new* Worm-Away, you can worm your pup right at home, get him safely through his first year. He should be wormed when he's 5 to 6 weeks old, or as soon as possible afterwards.

- * Just mix it with his regular food!
- * Convenient—effective
- * No aftereffects
- * Only 98¢ at any drug or pet counter

Worm-Away is also effective for large roundworms in older dogs. Ask for your free copy of Sergeant's Dog Book, or write:

Sergeant's [®] Richmond 20, Va. *the best for man's best friend*

COED'S WIGGLE CONTINUED



REVIEWING THE MARCHERS, Adelaide gets an admiring glance from the bandsman on the far right. She did her hair specially for her big performance.

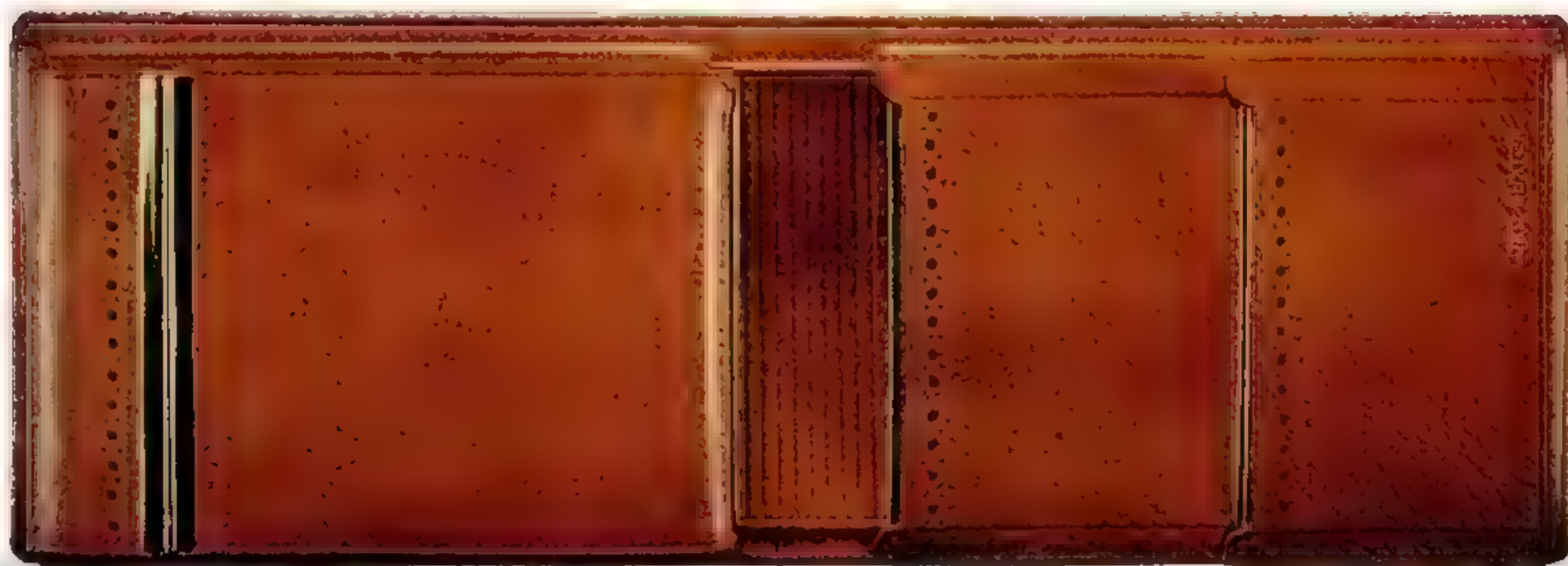


RETURNING TO HER DORM, drenched Adelaide has her blond hair streaming down her neck as she is helped back by Ed Farley who carries her baton.

No
overlap
to
bulge



It
closes
flush and
flat



You are looking at the world's thinnest pass-case billfold, just introduced by Lord Buxton. What does it? The remarkable flush-closing shown above. And the windows of "MYLAR"® polyester film, much thinner than ordinary windows, yet much stronger! The Thin-Fold in genuine buffalo calf, \$10. Other fine leathers, from \$5. There is also a ladies' Thin-Fold.

The new Thin-Fold® by **LORD BUXTON**
best for your money

HOT OFF THE GRIDDLE FROM PILLSBURY...

2 New Pancake



NEW Blueberry

The instant you open the package, you smell the blueberry fragrance. Crystals made from real blueberries are all through the mix. Every spoonful of batter you pour onto your griddle is loaded with blueberry goodness. Each tender pancake is blueberry-rich. Mix a batch soon.



Light, Light "Buttermilks", too!

This Pillsbury best seller has country-fresh buttermilk right in the mix. Your pancakes brown so evenly. Cut so tender. That's if they're Pillsbury Buttermilk Pancakes, famous for being lighter, really lighter. About time you tasted the famous ones again?

TRY ALL 3

15¢ 111 200-01

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The Proteins in Milk are one reason

Milk makes Energy!

Refresh with Milk for a lift that lasts

Have a glass of cold, refreshing milk
when you need a lift that lasts.

*Milk is high in protein.
It's a powerhouse of energy.*

Recharge—and carry on
refreshed, really refreshed,
lastingly refreshed.

*You never outgrow
your need for Milk—and
the proteins in Milk.*

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MILK

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DEPRESSED VOLUNTEERS APPLAUD LISTLESSLY AS ANTISMOKING SOCIETY'S HEAD, LENNOX JOHNSTON, WARNS WAGGISHLY AGAINST RESUMING FOUL HABIT

Doomed to a Smokeless Agony

BRITISH ADDICTS GASP NOBLY THROUGH ANTITOBACCO EXPERIMENT

by NIGEL DENNIS

AS they trudged up the hill to Garfield House the addicts took last hungry drags on their cigarettes. Puffing desperately, they strained to catch every last whiff of the wonderfully beloved smoke. Then finally the moment came. Hastily discarding the tiny butts, they littered the sidewalks with quarter-inch-long remnants. "Please Close the Gate" read the sign at the entrance, and as each visitor obeyed, a click marked the passage of another doomed soul into the grim, smokeless zone where tobacco could not—or at least should not—enter.

The visitors, who included your nicotine-stained correspondent, were taking part in a historic experiment. We were participants in the first large-scale nonsmoking weekend under medical supervision and were on our honor not to smoke until we left two days later. During our stay we were engulfed in a crusading zeal reminiscent of the greatest days of the temperance movement. For some of us, the difficulty of giving up our cigarettes was heightened by the difficulty of keeping a straight face when the excess of zeal erupted in unctuous statements of nobility and, rather often, wild exaggerations of fact.

The weekend was the brainchild of a Baptist pastor named Hubert Little, Secretary of Britain's 32-year-old Society of Non-Smokers. Mr. Little has for a long time been convinced that, thanks to cigaret smoking, the homes of Britain have been disintegrating into squalor, disease and debt. Last summer he and the society's president, Dr. Lennox Johnston, invited all comers to spend a clinical antismoking weekend at Garfield House, a "Christian and temperance" establishment in the Isle of Wight resort town of Ryde. The group now entering was the result.

One glance at the lobby of Garfield House showed that the society intended to give weak honor its sturdiest support. Stickers, slogans

and pamphlets entitled "The Cigaret Convicted As A KILLER!" "Help Our Society to Warn Society!" and "Leave the Chain-Smoke Gang!" lay on a table along with some light-blue book markers picturing a cigaret whose smoke wreathed out the word "cancer."

There was also an unexpected heap of striped materials labeled "Towels: seven shillings and elevenpence each." Many guests assumed that this, too, had some grim connection with lung cancer—until they reached their rooms and found that the management did not include towels in its weekend price (about \$10) and that guests must therefore buy a towel in the lobby, or dry their faces on their bedspreads. Though the latter were of a purplish color and nonabsorbent, many guests preferred them to purchased toweling and soon descended, with shining purple faces, to the Garfield House dining room.

'It's a trap!'

THERE Secretary Little pinned upon each breast a paper tag bearing its owner's name written in small letters—so small, indeed, that one addict jumped immediately to an unfair conclusion. In a smoker's laryngitic voice, he whispered, "See? It's a trap! You can't read the fellow's name without coming close to him—so close he can smell your breath and know if you've had a cigaret." One hour later, even now aching for a smoke, the company moved into the salon for the opening address of the world's first antismoking session.

It was a mixed company. Apart from members of the society, it included two female welfare officers from the London County Council, a thin, silent RAF officer, a London clockmaker, a professional photographer, a sprinkling of plain housewives and Monsieur Freddy

Mirguet, secretary of a Belgian society known as the Friends of Pure Air. Also present were newspapermen and press photographers from Britain, Italy, the United States and New Zealand. The latter, deprived of nicotine for only three or four hours, were already a piteous sight—their mouths opening and closing like those of new-landed fish, their faces pale and indrawn, their eyes rolling aimlessly in the sockets. But they were distracted from their own sufferings when President Johnston opened the session by calling on the patients to present their "case histories" as smokers.

Each told much the same, mournful story. Each began to smoke while still in his teens, partly because it was "forbidden," partly because it seemed "grown up." Once started, some tried to "rebel" against a habit that struck them as a sort of "slavery" and swallowed up too much money. But most of them went right on smoking just the same—with the result that their slavish craving for tobacco was combined with feelings of guilt. It was the women patients who seemed to be the most tormented by guilt. This came as no surprise to Dr. Wilfred Lester, a London psychiatrist present, who jestingly reminded the questioners that they were "descended from Eve" and thus, he explained, more susceptible to guilt than men.

To many, the obstacles that afflict the would-be abstainer were fearful. Miss Laura Chamberlain, a probation officer, said she had stopped smoking more than once. "Sometimes I have given so much time to the question of whether I should smoke or not, that in desperation I have taken a cigaret so as to take my mind off the problem and concentrate on my work."

Mrs. Rita Torney, a housewife with a cigaret consumption of 40 a day, put part of the blame on troubles and worries: "You sit up till late at night discussing them, and smoking all the time." "I start eating so much if I give up," cried one poor woman, "and then I get so fat." But President Johnston would have none of that. "First, lick your urge," he said sternly. "Then lick your obesity."

To the first of these ends, Psychiatrist Lester and his chest-specialist colleague, Dr. Norman MacDonald, cleared a couch in the center of the room and invited the guilty ladies to lie down and be hypnotized. One by one—as camera flashbulbs sizzled in their faces—the ladies endeavored to fix their minds on the medicos' lulling incantations. "Your legs are getting heavier and heavier. . . . Your eyes are closing tighter and tighter. . . . I am about to prick you with this pin, but you will not feel it. . . ."

One by one they cried "Ouch!" and sprang erect.

Finally a good-looking news-hen went into a profound trance. "You will find that during your stay here," the doctor told her in a low voice, "your craving for cigarets will be less." The lady rose from the couch, smoothing her skirts and wearing an impassive look. "Well, one out of five—that's not a bad average," said one of the doctors.

Raising their eyebrows slightly, the newspapermen agreed politely. Then, the meeting over, they glanced at their watches and moved hopefully toward the front door—beyond which lay Ryde's cheery bars and smoke-filled nightclubs. But Mr. Little, no friend to delinquency, barred the way. "I fear that the door of Garfield House is always locked at 11 p.m.," he intoned, "so you cannot go out because there would be nobody to let you in again."

A stunned, horrified silence greeted this awful logic. The spell was broken only when Mrs. Rita Torney, the London housewife and patient, suddenly descended the stairs at a gallop and frantically pressed two packs of cigarets onto the chest of the chest specialist. "Take these, Doctor!" she cried. "They will be safer with you!"

Slowly, as in a badly managed funeral procession, patients and press trailed sadly to bed. What happened under cover of night? Nobody will ever know exactly, but certain points may be noted. One is that though the night was far from warm, certain guests of Garfield House began behaving like fresh-air fiends. They flung their windows wide—as if eager to dispel something that was collecting in their rooms. Some could be seen leaning half out of their windows and re-

maining poised thus for minutes on end, as if performing some ritual—apparently with spent matchsticks, a good many of which were found on the path below next morning. During the night the sound of water was heard rushing incessantly down the drains, as if evidence were being washed away. At all events it was a much-shaken company that descended next morning to hear President Johnston make the first major address of the session.

The president, a gaunt apostle with a medical degree, first reminded the company that the battle against tobacco is both ancient and honorable. He quoted England's first great antismoker, King James I, who, in a *Counterblast to Tobacco* (1604), described smoking as "a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs. . . ." It was King James who executed Sir Walter Raleigh, the man who popularized tobacco in England. "It is fitting," said the president with a hearty chuckle, "that Raleigh met his death upon the scaffold."

Blanching at this assault on a revered national hero, the more nervous members of the audience reached instinctively into purses and pockets for a smoke, recalled abruptly their surroundings, and began to suck eagerly on large yellow mints, which were being passed around in a glass dish.

Respiration quickened, the stench of peppermint filled the room and the presidential diatribe continued. "Tobacco is a drug," he said, but it is never so represented. "The drugged, poisoned addict lives in a state of intermittent intoxication."

The president was followed by the kindly chest specialist, Dr. Norman MacDonald. He won the sympathy of every starved lung present by conceding the many perplexities regarding the relationship between smoking and lung cancer. "We don't know

what factor in the cigaret to get rid of, or how to get rid of it. We cannot explain why there is no difference, in the aftereffects, between those who inhale and those who do not." Then he turned to "facts." "One person in Britain dies every half-hour" of lung-cancer. Four fifths of these deaths, he added baldly, though there are no statistics to bear him out, are "directly related to smoking." To demonstrate his points, Dr. MacDonald threw lantern slides upon the wall showing aged people dying of lung cancer, including a stout gentleman of advanced age who put away seven hundredweight of pipe tobacco in 54 years. Finally Dr. MacDonald produced some flat, square bottles of alcohol containing cancerous lungs. These passed from hand to hand with many a shudder, followed once more by the dish of yellow peppermints.

Adults restraining their howls

NOW it was the turn of the psychiatrist, Dr. Lester. A jovial man, Dr. Lester summed up cigaret smoking in purely Freudian—or at least Lesterian—terms. Tense infants, he said, let out a howl and reach for their mothers' breasts. Tense adults restrain their howls by reaching for cigarets. "The man who smokes 25 cigarets a day is giving himself 25 breast feeds." Smoking is thus "a manifestation of an acute emotional need" and the perfect solution to it would be the psychoanalyzing of all smokers. As this is impractical, some less dangerous substitute for the breast than the cigaret must be found—some other form of "de-tensioning" in an ever tenser world.

The president chimed in to say he had heard that smokers have seven times as many car accidents as nonsmokers, adding (erroneously) that driver members of the Society of Non-Smokers are allowed 10% off their premiums by the insurance companies.

Dr. Lester said that smokers "go crazy" if they are not given a substitute. Mr. Little said that God has given man free will.

Finally an argument broke out among the doctors as to whether cigarets aid or hinder mental concentration.

Suddenly a patient cried, "Oh! All your talking about it only aggravates my craving!" Just in time, the beating of the luncheon gong announced the session's end.



SUBSTITUTE FOR SMOKING, dish of mints, is passed around by society's secretary, Rev. Hubert Little, the weekend's instigator.



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NEW! “See-through” wrap



GLEEFULLY GUILTY, Mrs. Rita Torney enjoys a drink and a cigaret after forsaking Garfield House for the more congenial surroundings of a nearby bar.

SMOKELESS WEEKEND CONTINUED

"When you want a cigaret, switch your attention to something else," Dr. MacDonald had advised the patients—and mealtimes at Garfield House provided just the sort of switch the patients needed. It was the intervals between meals and sessions that tested them most. They sat nervously in the lobby reading the newspapers, or they took short walks. "I thought they'd give me pills, or something of that sort," the clockmaker protested. "Showing me all those cancerous tissues doesn't have any effect. Why, when I'm in London, I go and watch postmortems at a hospital every other week."

The doctors said they were well aware that these "empty" intervals were the most trying periods. So they gave each guinea pig a long questionnaire to work on. The 50-odd questions ranged from "At what age did you commence to smoke?" to "Do you have a cough? With phlegm? . . . Does your chest wheeze at times?" The doctors also arranged a crowded coach tour of the island. But as the afternoon moved on there was evidence of growing strain at Garfield House and it became clear that some really "detensioning" substitute for breast-feeding was badly required. Many agreed with the Italian cameraman who thought it fortunate that Garfield House is on the Isle of Wight. Had it been in Italy, he observed, murder long since would have supplied the missing substitute and reduced the prevailing tension.

Then, suddenly, as dusk fell, a wild rumor ran through Garfield House—a patient had been caught smoking. But where? Like elephants maddened by long abstention, reporters and cameramen stormed up and down Ryde's quiet streets, peering into the doorways of bars and coffee shops. At last, in Spencer's Bar, a dignified meetingplace for Ryde's better bourgeois, the black sheep was run to earth. It was Mrs. Rita Torney, the very one who had pressed her cigarets upon the doctor the previous night. Now gay, smiling and utterly detensioned, she sat relaxed on a sofa, a drink in one hand, a cigaret in the other. Cameramen surrounded her with hungry, happy cries.

"Are you really English?" Mrs. Torney was asked by a reporter. "You look rather Italian." "I am as English as anyone can be," Mrs. Torney answered, "but there are moments when I feel Italian—and this is one of them." Within moments, the air filled with clouds of smoke as, one by one, almost all present put trembling matches to their mother's breasts and drew on the forbidden font. The rot was on.

The indignant presidential heel

HOW could it be stopped? Mrs. Torney's relapse was as yet unknown to the authorities at Garfield House. Later the same night, however, President Johnston, happening to enter Ryde's Flamingo Club between sessions, saw before him the incredible spectacle of a lady reporter brazenly puffing on a cigaret. He seized it from her lips, dashed it to the ground and stamped it out. At that very moment another reporter entered, also drawing on a filthy abomination. This, too, was ground under the indignant presidential heel. No less than

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SMOKELESS WEEKEND CONTINUED

three patients were successfully hypnotized that night, but by bedtime it was clear to all that honor and discipline were in grave jeopardy. The noise of water carrying ash away seemed louder than ever, and many a telltale, red glow illumined the open ports of Garfield House.

It would take a good man to put things straight again—and Mr. Little himself endeavored to be that man. After Sunday morning breakfast he rose to his feet and launched into a stern address entitled "The Moral Aspects of Smoking." Mr. Little wasted no words on breast-feeding, tension, substitutes and the like. But he did describe what his and his wife's food looked like in a cafeteria after being polluted and contaminated by feckless smokers. "I have even had ash in my eye," he declared. He described the agony of the nonsmoker bottled up with addicts who, in the name of "sociability," puff poisonous vapor into one another's faces. Would any man, he asked, treat his automobile as he treats his lungs? "Would he pour sulphuric acid into its tank?" Startled by the question, the audience was momentarily diverted from wondering just what ash in Mr. Little's eye or acid in his gas tank had to do with "moral aspects."

But the secretary was undaunted. Why, he asked, sing "God Save Our Gracious Queen" at the conclusion of a concert and *then* light up a cigaret—when you know full well that our last gracious king, George the Sixth, died from the effects of cigaret smoking?

By the time Mr. Little had finished with the cigaret and his description of its foul, pervasive fumes and ash, his listeners felt closer than ever before to the eruptions of Krakatoa and Vesuvius. But Mr. Little had also confused them. Was smoking purely a medical problem, as the chest specialist suggested? Was it purely a psychological problem, as the psychiatrist suggested? Or was it purely a moral problem, as Mr. Little insisted? Was the cigaret the guilty party, or man himself? Was a "clean" cigaret desirable, like a "clean" hydrogen bomb, or was a "clean" man the prime necessity? Apparently, the experts could not begin to agree—and, suddenly, what was planned as the world's first organized antismoking weekend threatened to expand and dissolve into a nebulous, inconclusive discussion of eternal human dilemmas.

It was the patients themselves who, in the closing session, supplied an optimistic note—although it was hard to believe that very many of them were convinced of what they were saying. Miss Laura Chamberlain said simply, "I am amazed by the fact that I have not smoked since 7 p.m. on Friday." Mrs. J. Cole spoke of her stay as "a very nice two days. I have managed with just a few cigarets—two little half bits, and my usual consumption is 15 to 20 a day." Most of the patients stressed the therapeutic value of what they called "the atmosphere"—"this sitting around, listening to talks." Each cited his or her special stand-by, ranging from dummy-suckling and "being active" to hypnosis, will power and "the power of God."

Two things, at least, were clear, when the patients, press and doctors streamed off down the road to the ferry boat. One was that though experts may disagree endlessly on causes and cures, their patients will all have their own ways of trying to reach their desired goal—by each following his or her chosen line of thought, be this gospel truth or china dummy. Equally apparent, however, was the fact that Garfield House is an island, not a universe—a smokeless oasis in a smoky world. All seemed well while the mints went round, while Mr. Little thundered and the grave doctor pointed his pencil at the cancerous tissue. But what would happen when the sufferers bid each other goodby and each re-entered that lonely, private world of everyday work and domesticity? "That," said a volunteer, "is the moment I dread."



EXPERIMENT OVER, Doctors Wilfred Lester (left), Norman MacDonald (center) leave Garfield House. At right are Author Nigel Dennis and daughter



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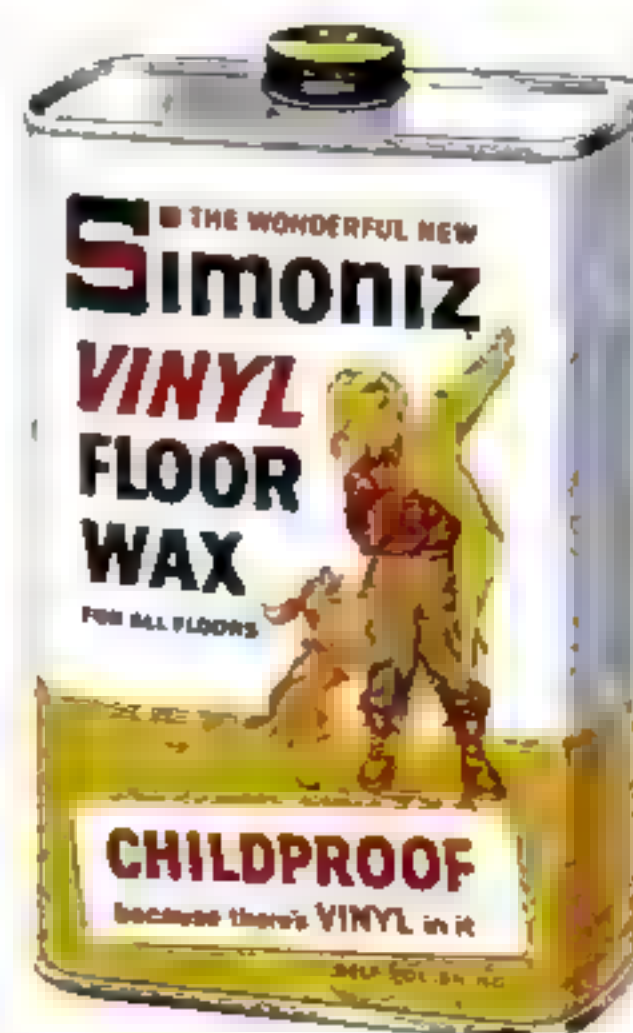
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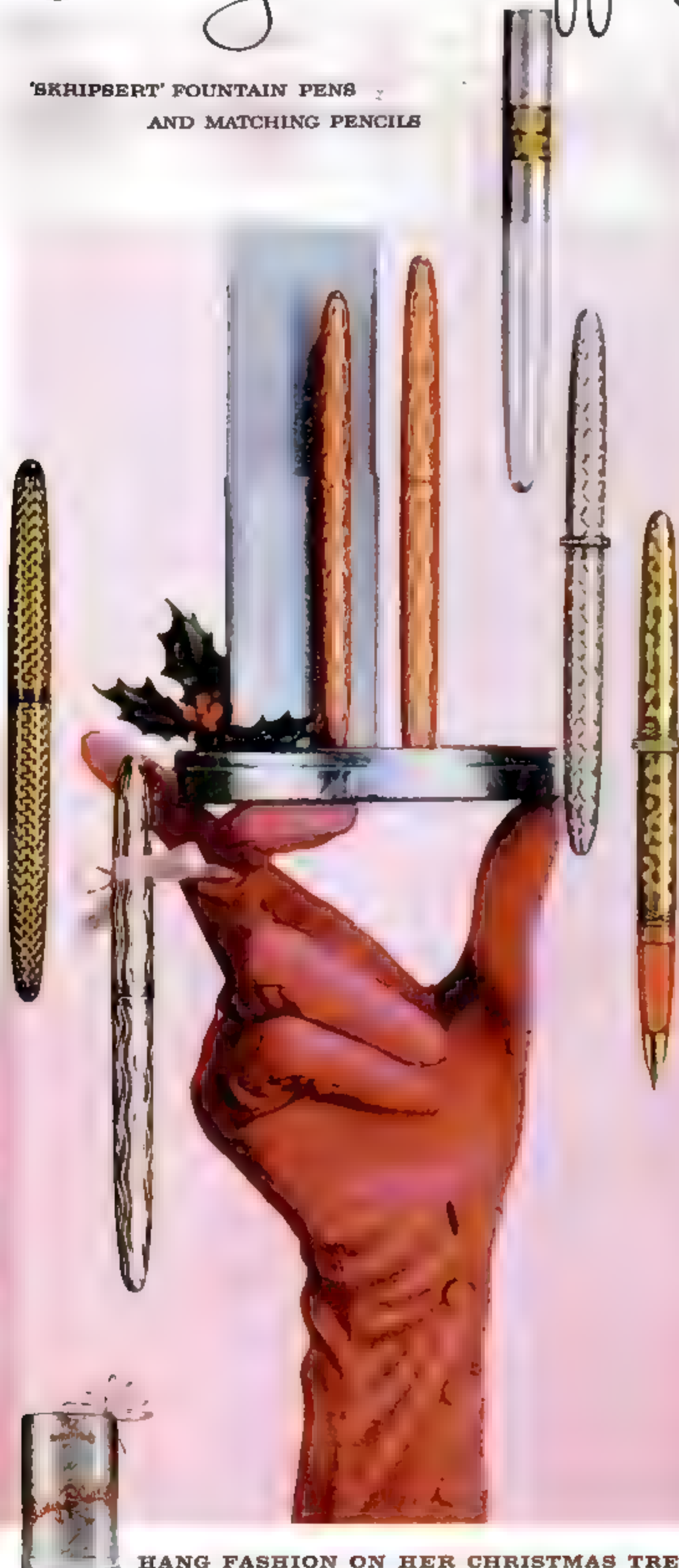
NEW EYE TRICK USES EASILY PUT ON FAKES

In a year when a well-dressed woman's wardrobe may include a wig and a hair piece (Late, Oct. 20) false eyelashes are becoming a natural accessory. Until this year fake lashes had to be applied painstakingly with professional help and were confined largely to fashion models and actresses. Now inexpensive strips of luxuriant lashes (*about*) have appeared in U.S. department stores. Glued to the eyelids in just a few seconds, they can enhance a girl's eyes as shown by the difference between the unadorned eyes at right and those with false lashes at left.

These lashes come in a kit (Chimes, \$2) containing a right and left lash made of permanently curled, indestructible plastic attached to a transparent strip tinted to resemble eye shadow. They can be taken off nightly and washed in soap and water. A fast-growing lot with teenagers and co-eds, false eye fringes are also finding their market among young matrons in search of a little additional glamor.

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FALSE LASHES CONTINUED

TULSA TAKES UP THE FAD



ATTRACTING AN AUDIENCE, demonstrator in Vandevors store applies lashes to Mary Sheridan, secretary to mayor. So far 500 kits have been sold.



PUTTING ON EYELASHES at home, Mrs. Susan Dunn of Tulsa, Okla., is watched absorbedly by her three-year-old daughter Sheree (above). As soon as her mother finishes, Sheree grabs one of the lashes to try on herself. Unlike plastic versions, these are made of real hair (Elizabeth Arden, \$4.50).



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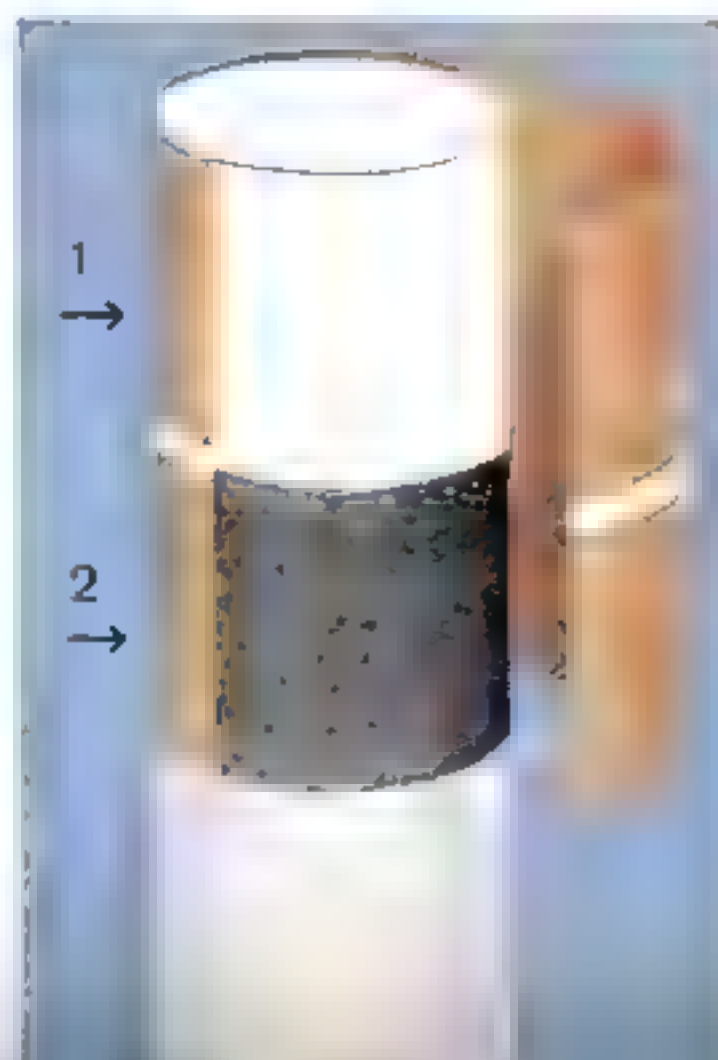
MARKS THE REAL THING!



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Product of *The American Tobacco Company*—"Tobacco is our middle name" (©A. T. Co.)



AT SUNSET, THE VOLGA'S BROAD WATERS CARRY A TWO-WAY TRAFFIC OF LADEN CARGO BARGES TOWED BY TUGS. THIS PICTURE, MADE FROM HIGH WESTERN BANK

JOURNEY DOWN THE

From the glacial lakes lying in Kalinin Province, above Moscow, as the majestic waters flow, it is 2,290 miles to Astrakhan on the Caspian Sea, 92 feet below sea level. So, through the heart of Russia, runs the Volga, one of those great world rivers which have always exerted a compelling pull on the lives, fortunes and minds of men.

Herodotus knew of the Volga; so did Ptolemy; and so did Hitler. Men have always held the river in awe, none more so than its own sons. One of the most famous, Maxim Gorky, gave it voice: "noiselessly, solemnly and slowly flowed its waters, conscious of their invincible power."

Highway for traders, colonists and conquer-

ors, running by forest and steppe, the Volga has served men for centuries. Bulgars, Tatars and Slavs have used it, and its name, which means "clear," was given long ago by wandering Finns.

Recently, on a trip rarely possible for Westerners, LIFE Photographer Howard Sochurek became one of the myriad pilgrims who have

Photographed for LIFE by HOWARD SOCHUREK



TOWARD WATERY PLAIN OF EASTERN SIDE, IS AT GORKY, NAMED IN HONOR OF FAMOUS NATIVE SON

GREAT VOLGA

ridden the Volga. Boarding the boat *Krylov* in Moscow, he traversed a canal, then entered the river. Here Sochurek reveals the river and its people along its looping course. The map above right shows places Sochurek stopped. On the following pages his pictures are presented generally in the order he took them as he journeyed.

It is, in many ways, greatly changed from the Volga of legend. The busy chuffing of tugs now replaces the wail of 300,000 Volga boatmen who once bent their backs to the tow ropes of barges. Their lament was celebrated in one of the most famous Volga poems: "... that great Russian river, o'er whose waters, a groaning doth go."



MOSCOW FAREWELL brings mother and child to wharfside to see relatives off as river vessel sails for nine-day voyage downriver to Caspian Sea.

CONTINUED

Landmark and legend below Moscow

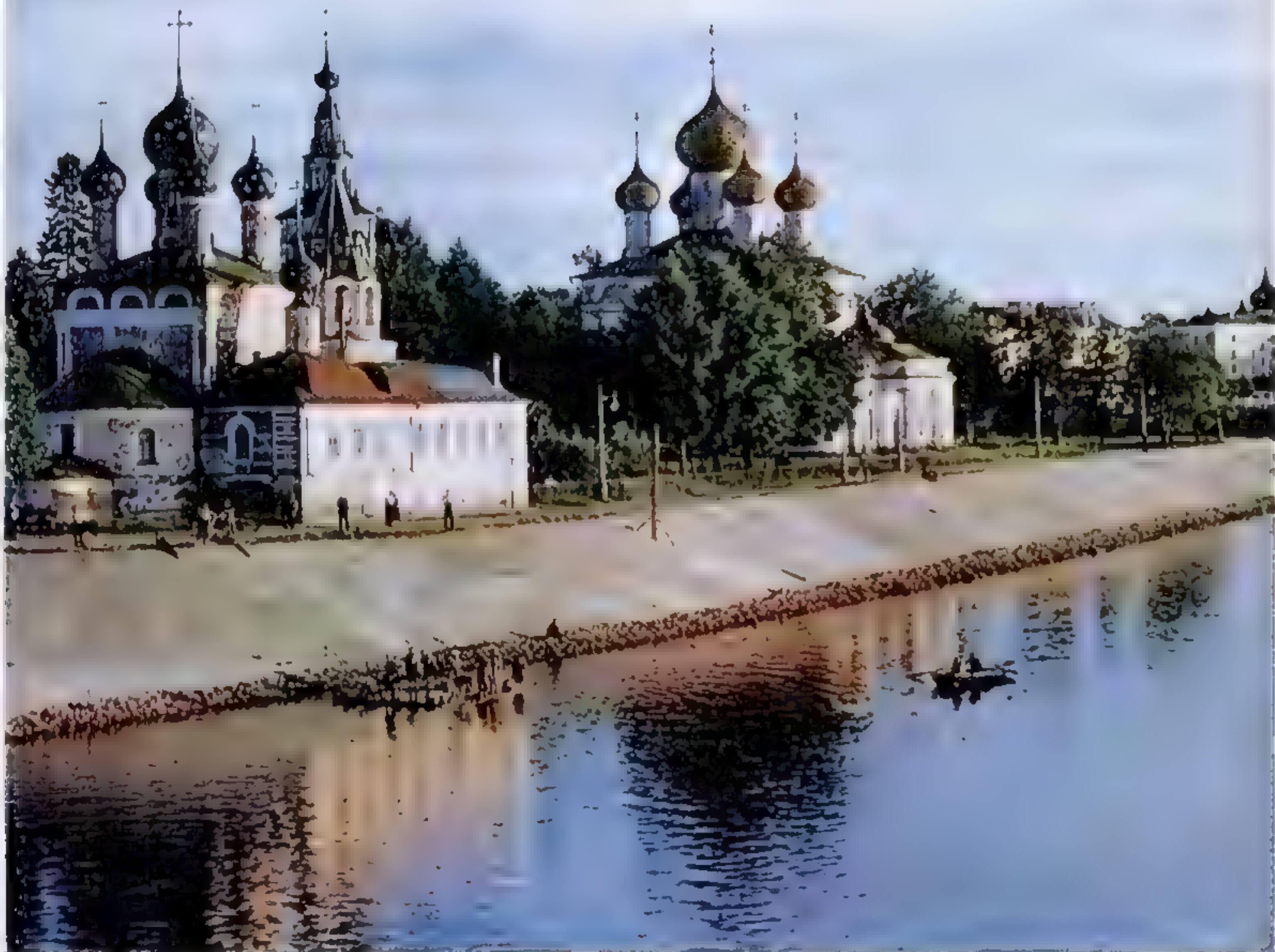


SUNKEN CHURCH at Kalyazin, 132 miles downriver from Moscow, was flooded by dam built in 1941 at Uglich. Bell tower, all that was left showing when village was moved to escape rising water, serves as aid to navigation.

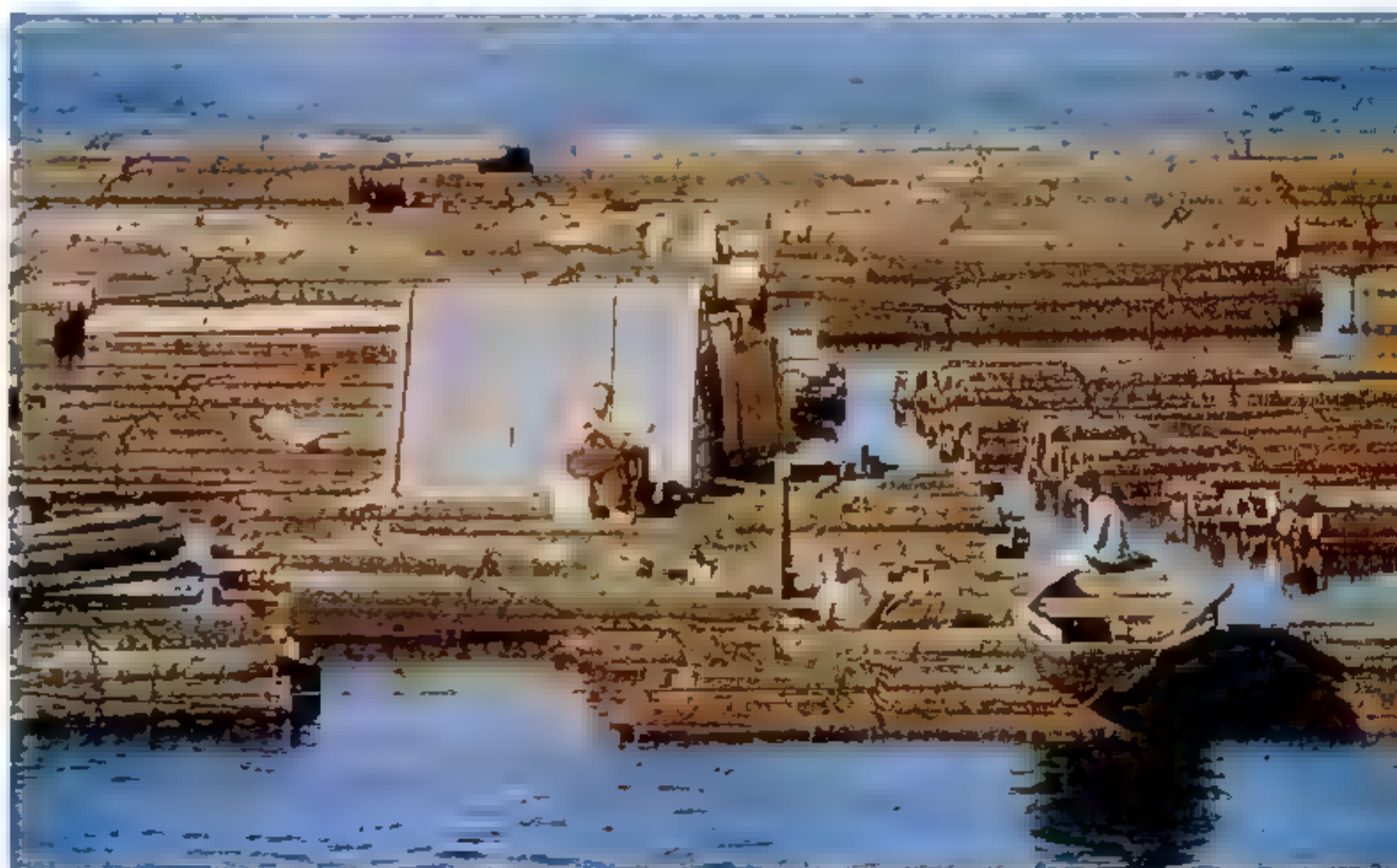


ANCIENT CHURCH, lifting its onion-shaped domes at Uglich, was named Church on Blood to recall murder in 1591 of Ivan the Terrible's son ordered by Boris Godunov. Villagers rang bell of earlier church there to try to warn victim.





WASHERWOMEN of Uglich (*below*) perch on raft to rinse laundry. Wake of vessels like the *Krylov* (*at dock*) sometimes spills them into Volga.



TIMBER IN TRANSIT still moves down the Volga as it has for centuries. Interconnected rafts of logs, such as these in the Rybinsk Sea, are

sometimes a quarter mile wide and half mile long. The raft men and their families live aboard in huts, their world bounded by the river and raft.

CONTINUED



SACRED RELIC, a wooden church built 600 years ago, stands in the grassy compound of Ipatiev monastery in Kostroma. The monastery, founded in 1330, was scene of Virgin's appearance to Zakharia Cheta, a renegade from

the infidel Golden Horde of Tatars, who became a Christian and founded Godunov family. Wooden barricade prevents sightseers like these small boys, one wearing naval cap bearing legend "Hero," from actually entering church.



"KRYLOV'S" CAPTAIN, Peter Andreyevich Palkin, talks to crew in front of picture of Ivan Krylov, 19th Century writer whose name boat bears.

A past etched upon today

The long shaping and reshaping of men's lives to that of the river was everywhere evident as the *Krylov* passed. An industrial city, grown from a village into a pulsing modern complex, bears the name of its 11th Century founder, the warrior and scholar Yaroslav the Wise. On the riverbanks at Kostroma stands one of the Volga's great landmarks, the Ipatev monastery. Surrendered now to the state, Ipatev serves only to house a state monuments commission and to furnish the setting for such historic reminders as the church opposite which was moved to escape the waters rising behind a new dam. Ipatev is heavy with memories. One of its greatest is that in 1613 Mikhail Fedorovich Romanov, sheltering here from Polish pursuers, received the envoys of Moscow's boyars and clergy. By their allegiance he became the first Romanov czar of Russia.



WATERFRONT SLUM, a huddle of weatherbeaten shacks in an old section of Yaroslavl city, is still used for homes by some of workers who have

flocked into this fast-growing industrial city. The modern plants here on an ancient site manufacture heavy-duty trucks, tires, paper and china.



KIDS ON THE LOOSE, squealingly happy, romp over and around the bandstand in the Volga-side park at Kostroma. These are first-graders and, like most children in Russia, belong to working mothers for whom they are being

kept busy and safe in state-supervised play. This program, called "city summer camp" and directed by paid teachers, includes for the older children both hobby projects and such tasks as caring for city's trees and flower gardens.





← **PLACE OF PEACE** is the slow-paced farm village of Ples. Once the famous basso, Fedor Chaliapin, made Ples his retreat. Now Soviet artists vacation here in a government resort amid nearly empty streets and abandoned churches.

FREE TRADER, a peasant woman from a collective farm, comes to sell her green onions at an open air stand in the "free market" of Kineshma. Russian farmers enjoy the right to rent and till small plots for their own purposes.



ANCIENT SHOWPIECE, the 14th Century wall of Gorky, is visited by Russian children. This fortification, with its sheer walls and towers, is kept up by state as a historical monument. In Russian it is called a "kremlin," or fortress.



WORK-WORN WAYFARER, a peasant woman, marches up *Krylov's* gang-plank at Kozmodemyansk bent under bag of wool. Like many of boat's fourth class passengers, she was going to a town to sell her produce in free market.

The busy river and burdened people

The *Krylov's* passengers, themselves divided into five classes from "lux" to fourth, saw the Volga's slowly passing scene as an animated panorama of modern Russia's many faces.

"Like the Soviet Union as a whole," reported Sochurek, "the Volga is a mixture of vivid contrasts. Along the river one sees both 14th Century and 20th Century Russia at the same time. On the one hand we meet modern diesel-powered luxury river boats like our own, and on the other prerevolutionary paddle wheelers. We pass ancient towns like Uglich and Kineshma where horse-drawn droshkies still meander along muddy unpaved streets and we see new industrial cities like Stalingrad which have been reconstructed from the ground up since the war. Here, at the same time, are well-dressed government officials and old women wearing bark shoes. For most people the life is very rugged. It is short on leisure and entertainment, but long on work and vodka."

NEW SHOWPIECE (*below*) is the golden band shell constructed by the government in a park on Gorky's bustling waterfront. This city, the hub of Russia's auto-manufacturing industry, furnishes much of the Volga's traffic.





TAMING THE RIVER, a woman labor gang observed by sport-shirted male onlookers, and working mainly with shovels, repairs the crest of one of the dikes which protect the city of Kazan. Diking is necessary here because a

hydroelectric dam downstream at Kuibyshev has raised river's level. Heavy labor by women has long been common in U.S.S.R., but in recent statements Khrushchev has talked of taking women off jobs requiring hard manual labor.



COUNTRY HOUSING, the village of Vinnovka, shelters state farm workers who draw wages instead of sharing the crop. Behind the village rises an apple orchard belonging to the big farm. Each plain but solid house has its own

narrow garden plot which the occupants rent from the state and may use to grow whatever they wish for use or sale. The rotunda to left rear commemorates a visit of Lenin who was born in the nearby city of Ulyanovsk.

Power maker, playground

In one of its many aspects the Volga is a Russian playground. In another it is a slow-moving but powerful worker in the service of man. In the second role the river has in recent years been undergoing a program of being reshaped. Man-made canals now give it access to four seas: White, Baltic, Azov, Black plus its own Caspian. Much of Russia's manufacturing has collected on the Volga: autos, precision machinery, ball bearings and, of course, the processing of the river's rich harvest of fish products, including its famous caviar.

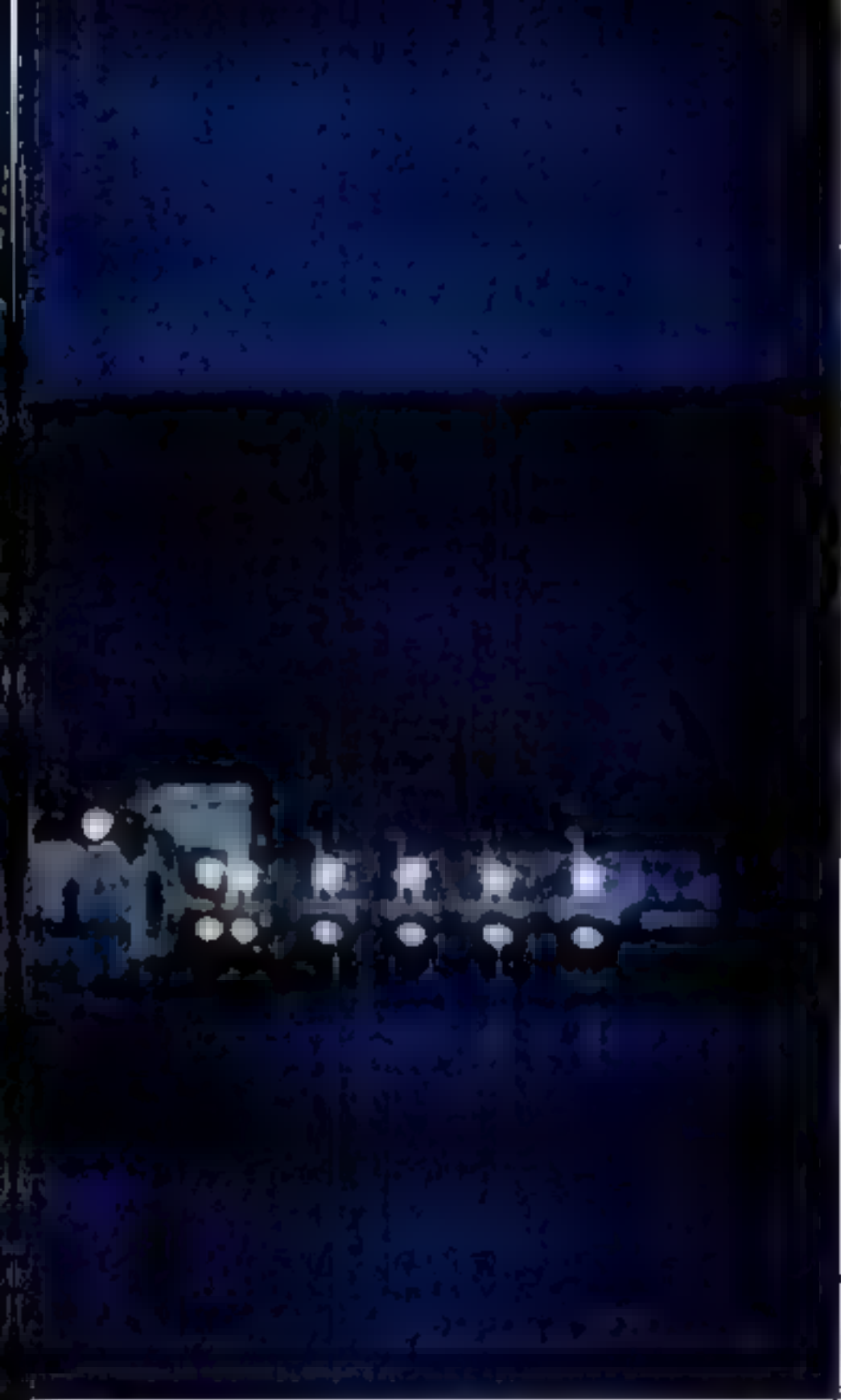
Perhaps the most spectacular alteration of the river has been to harness its power. This program, proudly inaugurated under Stalin, reached its peak with this year's dedication of the gigantic Kuibyshev hydroelectric station, the world's largest. Ironically, it was also an occasion for Premier Khrushchev to suggest that such monster projects were perhaps uneconomic since—even in a noncapitalistic country—they tied up too much capital too long.



BUSY NIGHTTIME (*above*) brings a floating crane, rearing shadowy and tall, to await passage between lighted gatehouses into Kuibyshev locks.

DEDICATION OF A DAM (*below*), attended by Khrushchev, brings throng into square alongside building which houses turbines for Kuibyshev





hydroelectric complex. Kuibyshev works, completed three years behind schedule, are rated at 2,300,000 kilowatts, 16% more than Grand Coulee.



FISHING FOR FUN. Kuibyshev families gather on the Volga's banks to cast their hand lines for bream and roach or, as with fishermen everywhere, simply to sit and watch. Rowboats moored nearby may be rented for rides upon the quiet river.

OGGLING THE GIRLS engages a pair of Red army soldiers (center and left) on the beach at Kuibyshev. Two men at right, seemingly ignoring them, are military police who, soon after this picture was taken, arrested the soldiers as AWOL.





KILLING TIME while lazing in sun on *Krylov's* deck, a group of passengers play an undemanding card game called *durak*. Game consists of beating one card with higher one in same suit. Winners can call loser a "durak," or fool.

VOLGA CONTINUED



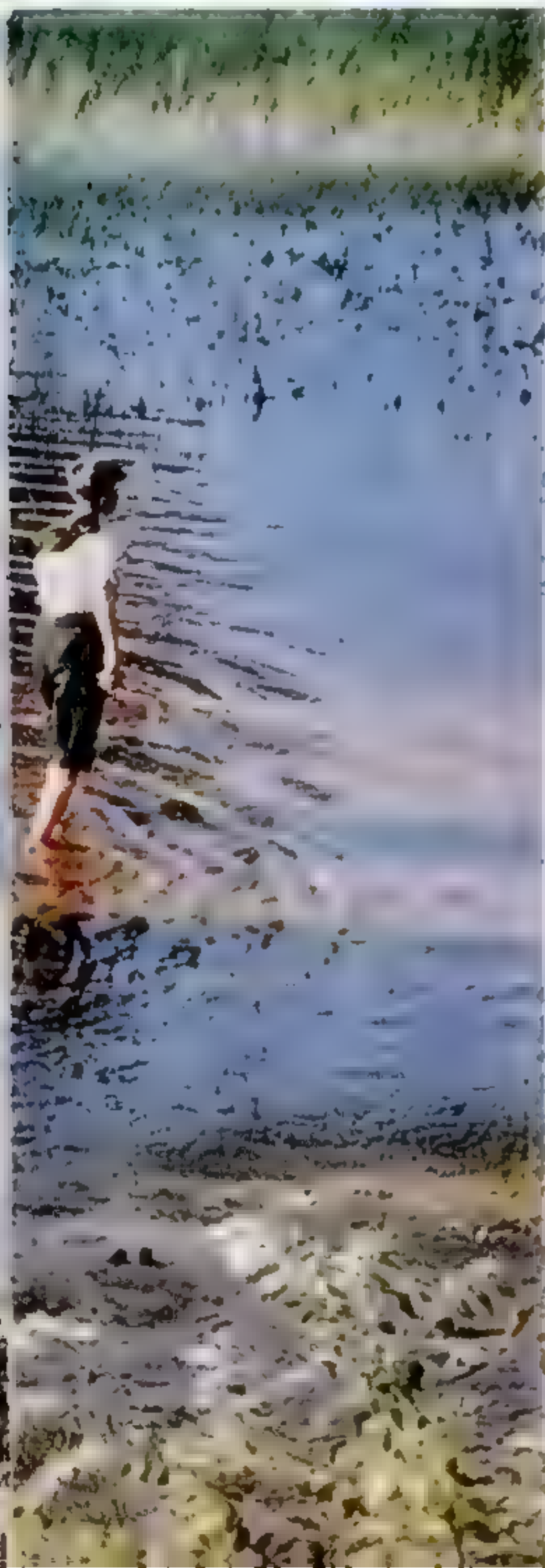
LEANING ON THE RAIL occupies some pretty girls traveling first class on a business trip. They are employees of Moscow's Petroleum Institute and are being sent at government expense to summer training in a river port.



Lazy days, old taskmaster

Making their pleasant way down the Volga, the *Krylov's* company came to Stalingrad in the lower river. Here, on the scene of battles which racked the nation in both the civil war of 1918-1921 and in World War II, stands a forceful reminder of Communism's most imposing figure, a statue of Josef Stalin

The statue stands at the entrance to the canal connecting the Volga to the Don and, like the canal, now stands in a confusing limbo somewhere between glory and disgrace. The canal, a project first attempted by Peter the Great, was completed at last in 1952. But there have been many official complaints that it is uneconomic. Stalin's statue shared the opprobrium heaped upon the dead dictator by Nikita Khrushchev, who has derided the "huge sums" Stalin spent for this self-glorification.



PUDDLE IDYL entrances youngsters from Moscow orphanage. On summer excursion on *Krylov*, they found the pond during stop at Kamenny Yar.



STALIN STATUE, 33 tons of copper, aroused the anger of Khrushchev, who said it was built when "people of this area had lived since war in huts."



NATIONAL SHRINE. Square of the Fallen Fighters in Stalingrad honors memory of 54 Bolsheviks who were hanged by White armies of Baron Wrangel in civil war. They lie buried here in a mass grave. Testimony to later heroes

are statue of Stalin for whom city, originally called Tsaritsyn, was later re-named, and portraits of present members of presidium. At right is Khrushchev. The old woman walking through sacred square carries water for her home.

River's End in Fabled City of Astrakhan

From modern Stalingrad, garish in the newness of its postwar reconstruction, the Volga runs nearly straight toward its mouth and seemingly into an earlier century. It comes at last to Astrakhan, the delta port which joins the commerce of the river to that of the Caspian Sea.

In ancient times Astrakhan straddled the trade routes from Russia to Bukhara, Samarkand and Persia. Long before it became Russian, by act of Ivan the Terrible in the 16th Century, it served the Tatar khans. Once it stood about seven miles upstream, but was rebuilt on its present site after the Mongol Tamerlane razed the original city in 1395.

Today, from the Volga's vast upriver hinterland to Astrakhan's miles of wharves come great cargoes of timber, metals, grain and manufactured goods. Bound back upstream toward the cities of the interior come salt and fish and caviar from the landlocked sea, oil from the refineries of Baku.

But for all the surging importance of the shipping which is handled there, Astrakhan remains a provincial city, more old-fashioned in its ways than the newer cities upstream. Here life moves in more leisurely ways, conditioned in part by the oppressive heat but influenced, too, by a liking for traditional things out of the past (*following pages*). Thus the voyage down the great river, after cutting through the heart of a hard-driving and driven nation, ends in a sedate and peaceful place.



CHATTY WOMEN of Zamyany near Astrakhan pause to gossip. Carrying buckets, they go to the river for water, which is not piped to their village.

FLURRY OF PIGEONS, looking for anything eatable in market street, nearly hides shoppers going slowly on errands on hot Astrakhan afternoon.





WAYFARING SHOPPER, one of the *Krylov's* passengers, buys fresh milk amid market women at a village stop. Such shopping excursions were common among the passengers who grew bored with heavenly calsses in the ship's restaurant.



PENSIVE PASTIME, a game of chess, beguiles both the contestants and the kibitzers as they gather on the banks of the Volga to cool off at the end of a day in Astrakhan. For the Russians, chess is the nearly universal relaxation.

GAUDY GATEWAY in Astrakhan, built in 1904, once opened into an amusement park dedicated to relieving the tensions of tired businessmen. In these more serious and self-conscious times it's called the Park of Culture and Rest.





GINGERBREAD PALACE, centerpiece of Astrakhan's cultural park (opposite page), now bears imposing name of the Karl Marx Theater and houses such serious straw hat theater activities as performances of *Carmen*, *Faust* or

Swan Lake. In the park's younger, racier days as a cluster of nightclubs, taxi-dance halls and other diversions, this building was a gay music hall called Arcadia, the most ebullient conception of the park's imaginative Italian architect.

CONTINUED



All lighted up in the soft evening,
the Krylov rides moon's bright path



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HOME AT NIGHT AFTER A MASQUERADE PARTY, HUME CRONYN IN "THE MAN IN THE DOG SUIT" ENJOYS A HAPPY ROMP WITH HIS WIFE, JESSICA TANDY

Funnybone Season on Broadway

THE THEATERS LIGHT UP WITH A BUNCH OF BRIGHT NEW COMEDIES

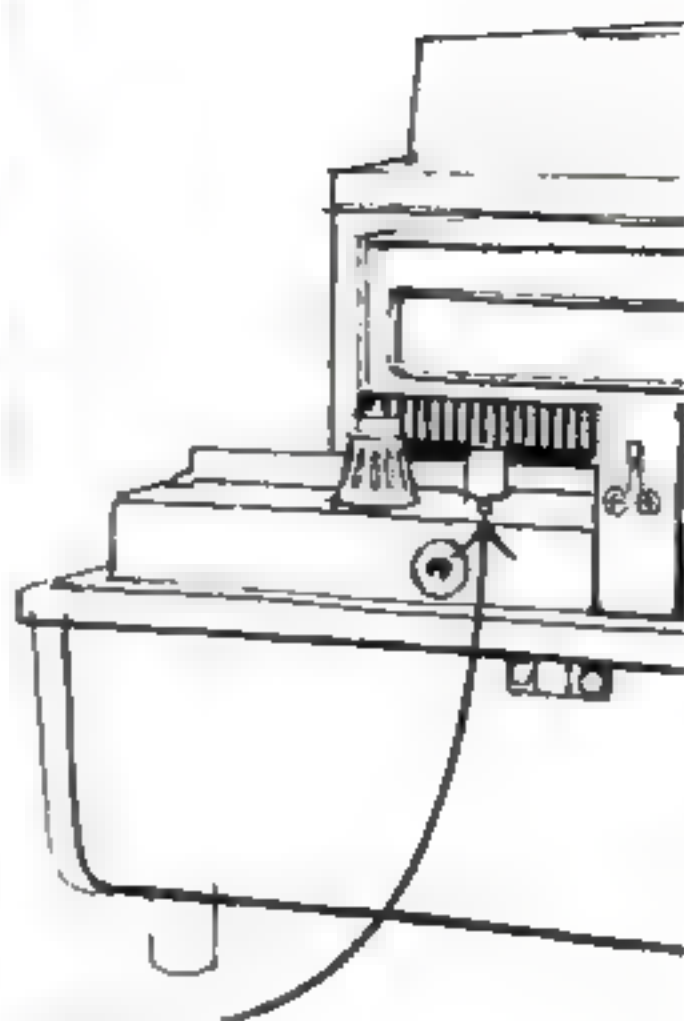
Like the lady above who is having her foot tickled, playgoers up and down Broadway are having their funnybones tickled by a spurt of comedies. Not in years has a season started with so many shows bidding openly for laughter—a reaction, apparently, against too many Broadway plays about family problems and teen-age torments.

The six comedies shown on these pages are not all pure gems of humor, but they all have some funny performers and some hilarious scenes. Surprisingly they all stick close to one theme: man's rebellion against dull

conformity. The rebels range from a college teacher who forsakes her cloistered campus to rejoin her eccentric husband to a pair of spinsters who lock themselves up in a hotel suite as a protest against U.S. politics. The oddest rebellion occurs in *The Man in the Dog Suit* (above), written by Albert Beich and William Wright. Its hero, a shy bank teller, every so often gets a wild urge to dress up in a dog suit. After he has outraged his boss and scandalized his community, he frees himself of dull job and dull friends and finds that a dog's life can be a lovely one.

CONTINUED

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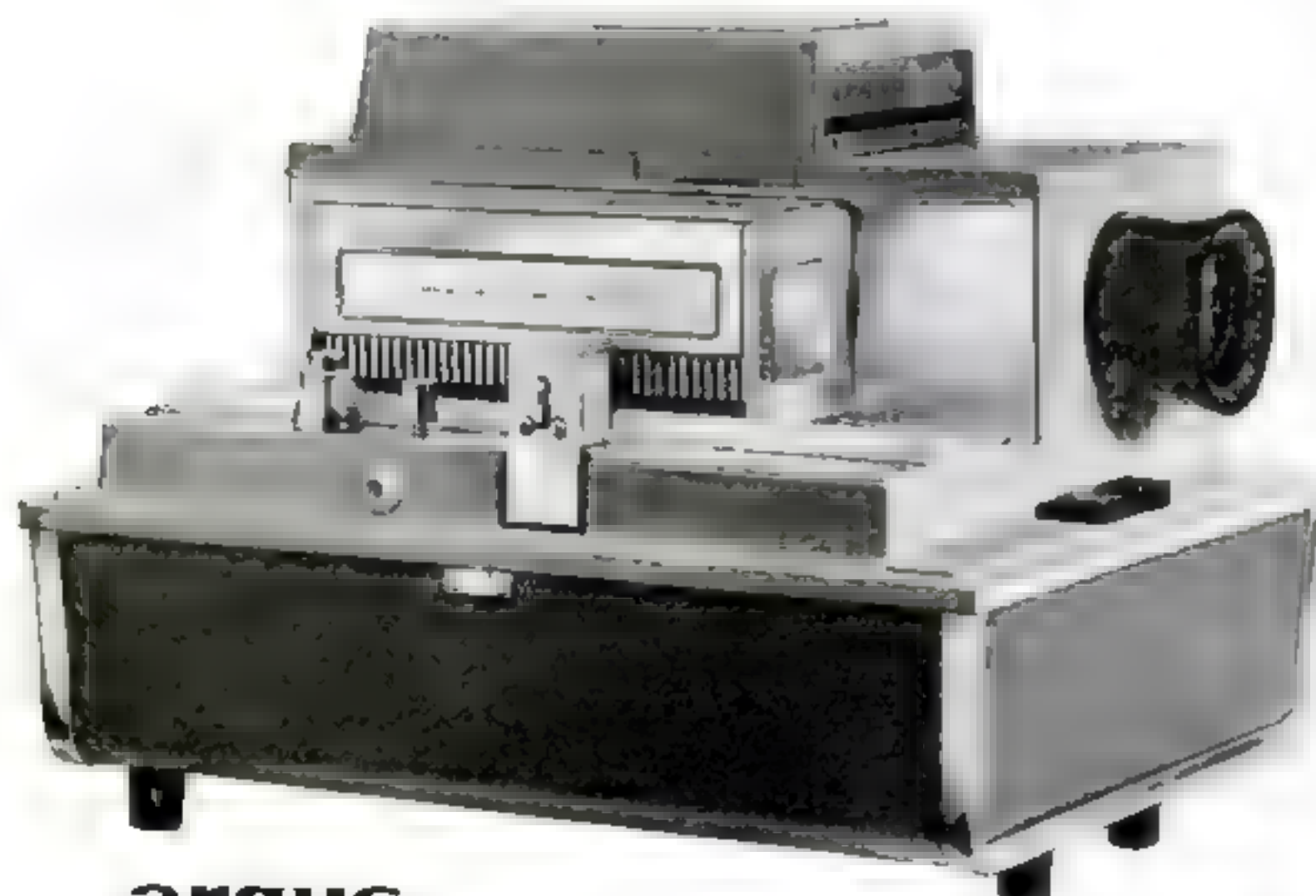
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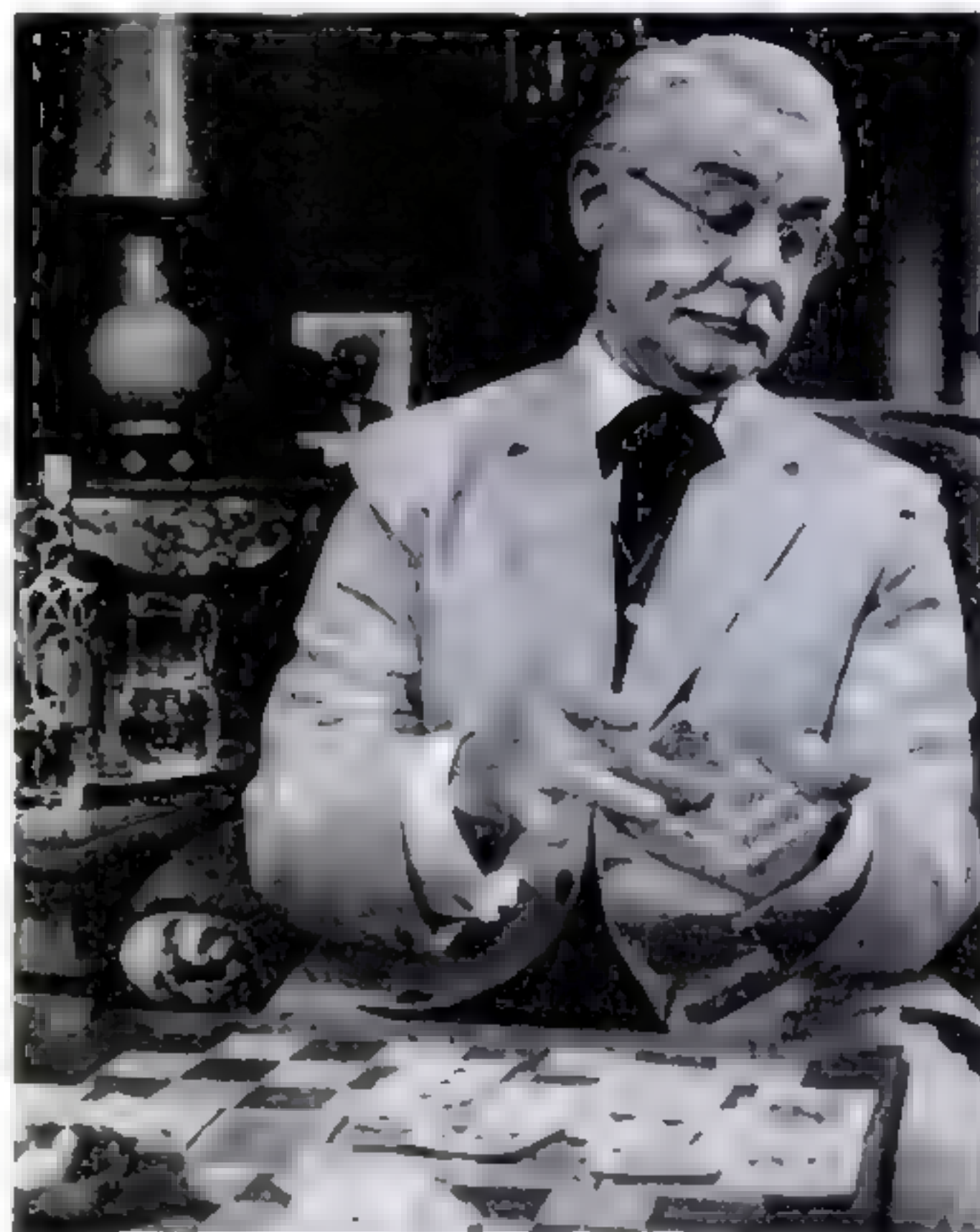
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FUNNYBONE SEASON CONTINUED



PLAYBOY (CYRIL RITCHARD) CHARMIS HIS DAUGHTER (DOLORES HART)



PHILOSOPHIC GRANDFATHER IS PLAYED BY VETERAN CHARLIE RUGGLES

THE PLEASURE OF HIS COMPANY

Best of the season's comedies, *Pleasure of His Company*, is the kind of play seldom seen on Broadway any more: a witty and polished drawing room comedy. Written by Samuel Taylor with the help of Cornelia Otis Skinner, who also acts in it, the play tells how a young girl falls for her father's winning ways. But like her mother, who divorced him, she realizes his company will be pleasurable only for a while.

CONTINUED



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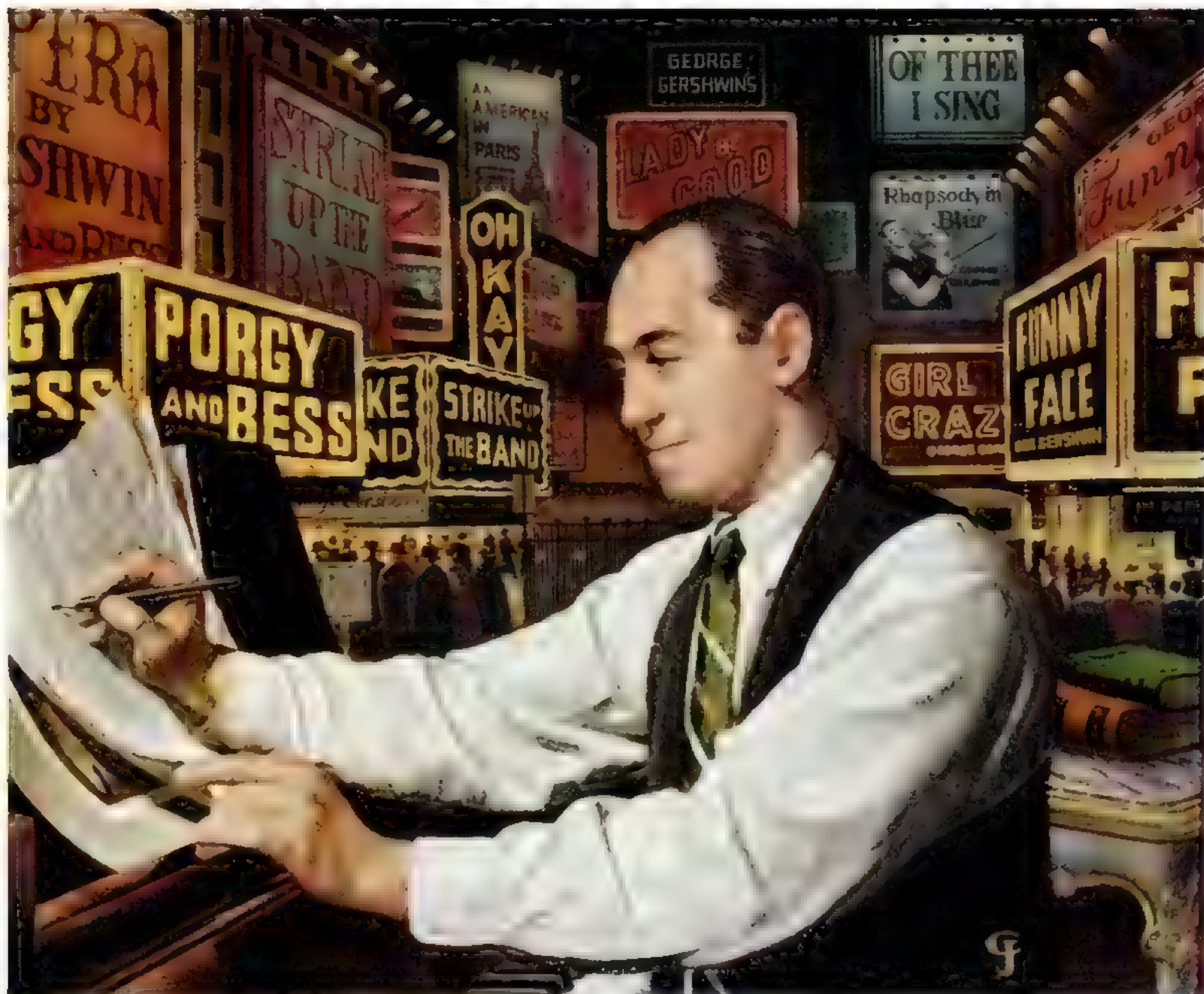
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But Broadway was only halfway there. George moved right into Carnegie Hall with pieces like *Rhapsody in Blue* and *An American in Paris*. And today, the whole world has taken to its heart the opera he wrote about a poor, crippled beggar named Porgy and his girl named Bess.

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When you consider life insurance, I hope you will let one of our John Hancock agents talk with you. He is highly trained, experienced, and able to offer you the most modern types of life insurance contracts.

BYRON K. ELLIOTT
President

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THE GIRLS IN 509

Howard Teichmann's zany comedy tells of a dowager (Peggy Wood) who was so outraged by F. D. Roosevelt's election that she barricaded herself in a hotel with her niece (Imogene Coca). After living in happy isolation for 25 years, trapping intruders in an elaborate contraption (above) and taking mail-order courses in plumbing and welding, the spinsters emerge to find Republicans just as distasteful as Democrats.

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FUNNYBONE SEASON CONTINUED



EAGER SIREN (JULIE NEWMAN) ASSAULTS PROFESSOR (CHARLES BOYER)



WIFE (CLAUDETTE COLBERT) LIGHTS MATCH ON STATUE OF HER RIVAL

THE MARRIAGE-GO-ROUND

Elegantly acted by Charles Boyer and Claudette Colbert, Leslie Stevens' smash-hit comedy is a gilt-edged compendium of sex jokes. A Swedish girl becomes the guest of an American couple, both professors. As she goes after her host, the play goes into a lively examination of such basic problems of marriage as female jealousy, male rights and a man's simple-minded belief he can hoodwink his wife.

CONTINUED



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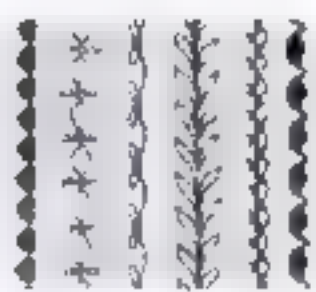
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ULTRA SUPERNOVA
makes sewing so Ultra-easy!

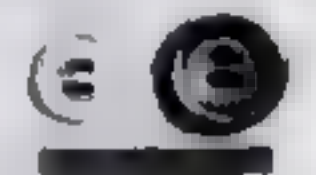
ULTRA

Automatic decorative stitches. No machine can duplicate all of these stitches...almost 200,000 different and exclusive designs!



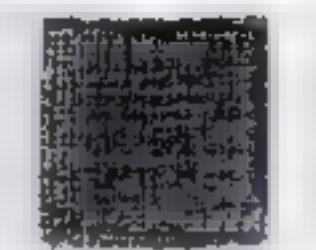
ULTRA

Automatic buttonholes. Instantly, in one continuous operation. No turning the fabric around, as on other machines. And it automatically sews on buttons.



ULTRA

Automatic darning and mending. Weaves rips and tears like new. You don't have to move the fabric back and forth as on other machines.



ULTRA

Automatic tapering that allows beautiful monograms with ease and precision. Ideal for personalizing every item in your wardrobe and home.



ULTRA

NEW built-in automatic threader with magnifying glass. A swift motion threads the needle. Plus NEW automatic needle changer. You just press button, insert needle. No tools needed.



ULTRA

NEW marked needle plate. Each basic stitch design is clearly shown. Touch button to release plate to desired position. Satin finish, no more glare.



ULTRA

NEW satin stitch range finder (A). Ends tedious searching for right position. TENSION Knob with red dot (B) gives proper tension setting for every type of fabric.



ULTRA

Lift-O-Matic Cabinet! ULTRA easy to open! Like magic it lifts your Necchi into sewing position...ready to sew automatically in a jiffy!



ULTRA beautiful color schemes...3 to choose from: Green and Ivory, Gray and Ivory, Pink and Ivory.

See how wonderful...how automatic...21st century sewing is! Try the Necchi Supernova Ultra at your nearest Necchi-Elna Dreamaker Dictionary (Please enclose 10¢ to cover handling.) Write to Department DB11 Necchi Sewing Machine Sales Corporation, 104 West 25th Street, New York 1, New York.

Nationwide service through 2600 dealers. Parts always available. See Yellow Pages for your nearest dealer. Send for the new Necchi-Elna Dreamaker Dictionary (Please enclose 10¢ to cover handling.) Write to Department DB11 Necchi Sewing Machine Sales Corporation, 104 West 25th Street, New York 1, New York.



CARRIED BY A FRIEND (WALTER MATTHAU), WIFE REJOINS HER HUSBAND



READY TO RETIRE WITH HER HUSBAND, WIFE IS CONFRONTED BY SUITOR

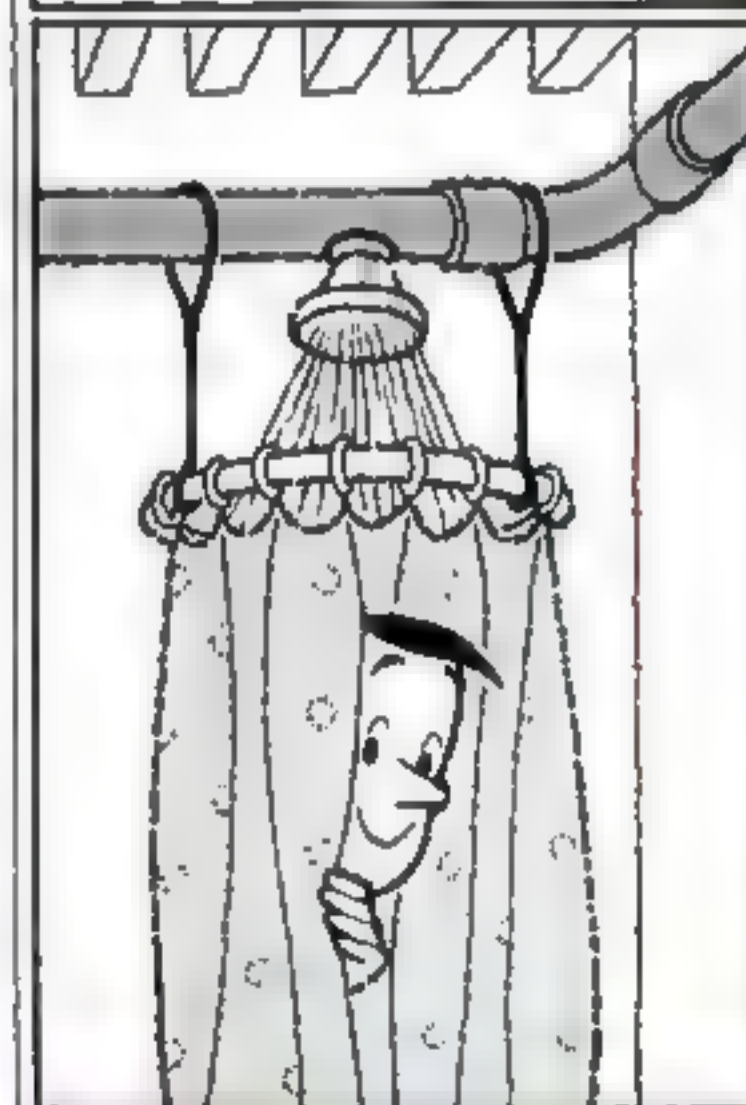
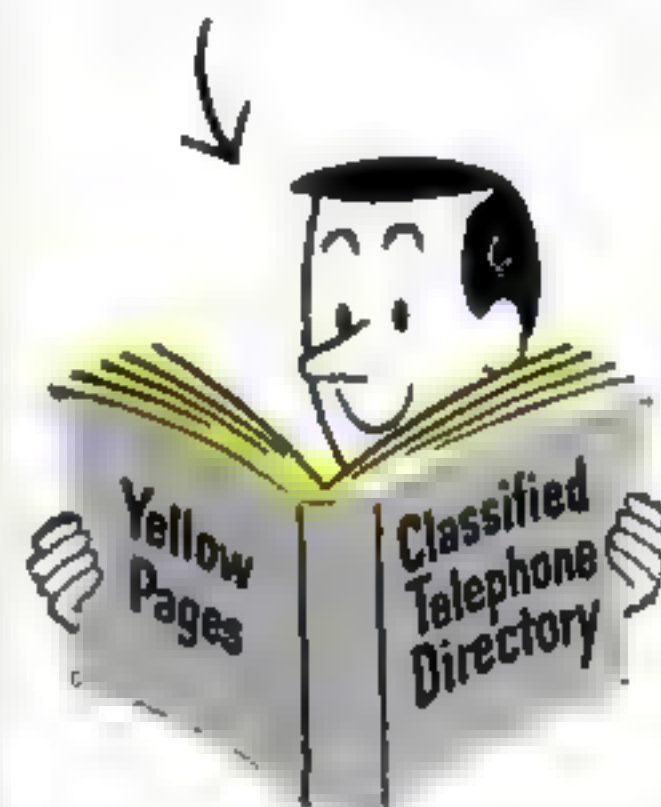
ONCE MORE WITH FEELING

Carried through the door, the lady above (acted by Arlene Francis) finds herself trapped in the screwball world of long-hair musicians that she had once fled. Her hotheaded husband, a symphony conductor (acted by Joseph Cotten), begs her to give up her quiet life as a teacher. The Harry Kurnitz comedy is more a cartoon than a true-life portrait of musical madmen, but it crackles with virtuoso wisecracks.

CONTINUED



PLUMBERS

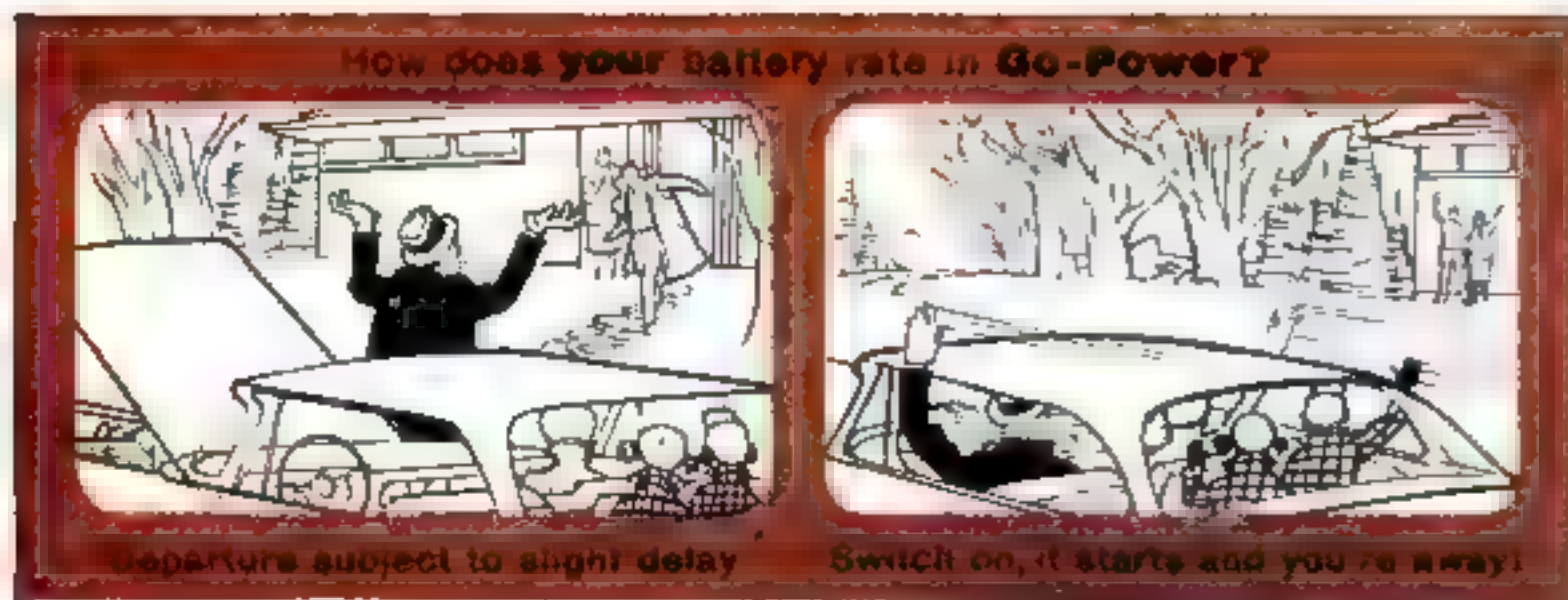


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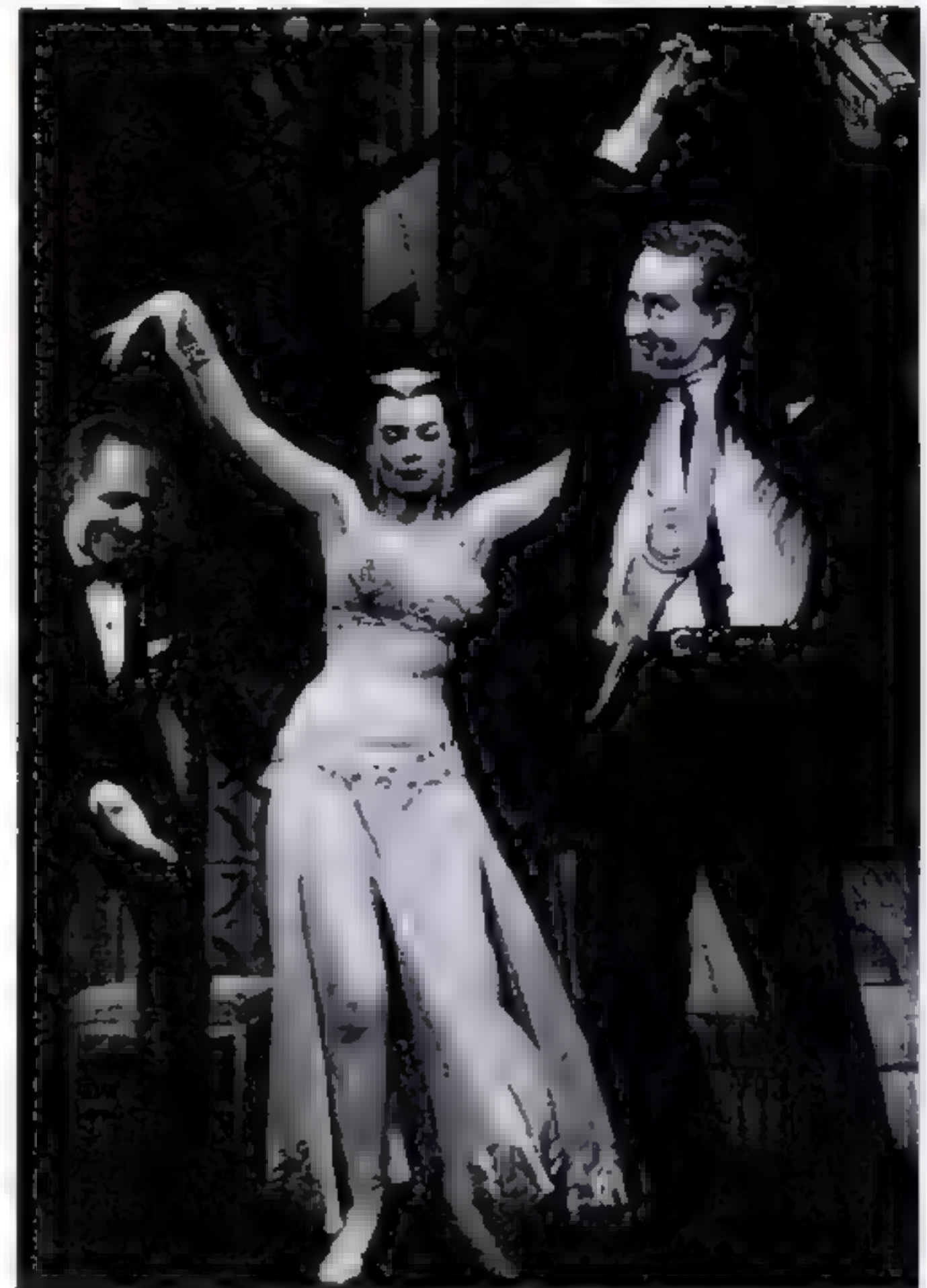
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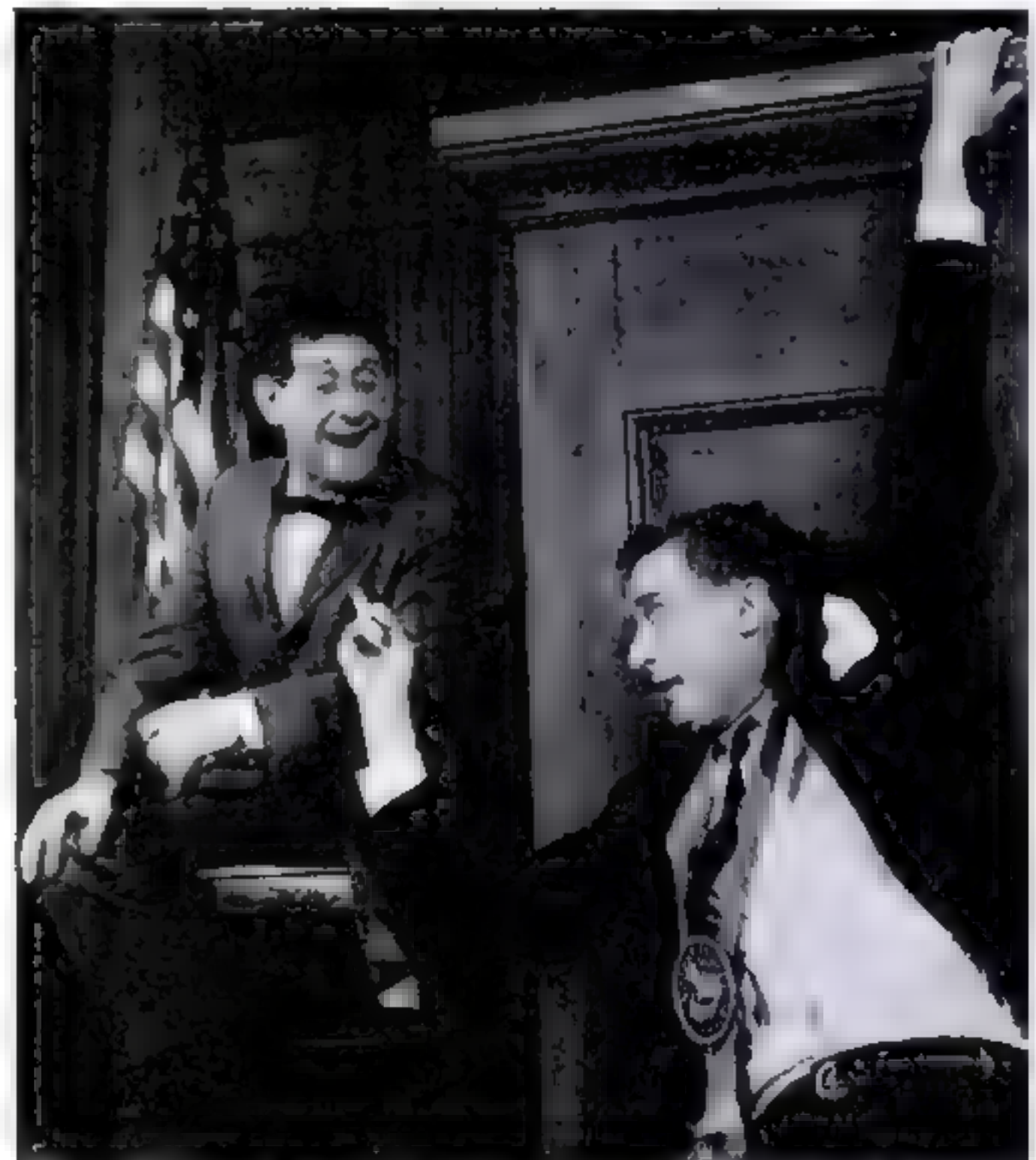
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TIPSY LAWYER IN COURT OUTWITS MEDICAL EXPERT (JACK GILFORD)

NOW an ingenious new bracelet to
SOLVE YOUR GIFT PROBLEMS FOR YEARS TO COME!

THE EXCITING

*Diamond
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THAT GROWS AND GROWS
YEAR AFTER YEAR!

The Diamond Daisy Chain is a beautiful bracelet with a sparkling diamond in a 14K white or yellow gold flower-shaped setting. You can add a diamond instantly for every future gift occasion. Petite gold filled snake chain comes with double safety catch and chain to guard against loss. See it today at Weisfield's in the Northwest, Lambert in New York, Logemann in Milwaukee, Barr's Jewelers, Philadelphia and greater Delaware Valley Area, Rogers Jewelry Stores, Boston Area and other fine stores throughout the country.



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diamond
in 14K
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setting

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Additional diamonds
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Diamond Cutters Since 1886

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DRINK TO ME ONLY

To help a client beat a murder rap, a lawyer throws caution to the wind and sets out to prove a man can remain conscious after drinking two bottles of whisky in 12 hours. This farce by Abram H. Ginnes and Ira Wallach owes much to two comedians, Paul Hartman and Tom Poston (*top*). Poston, a comparative newcomer, plays the earnest drunk and is enormously funny in his wild battle against alcohol.

She used to think beauty had to be cultivated

I overlooked a lot of beauty in a lot of fields, till LIFE opened my eyes. For instance, you'd never catch me plowing through the fields for my table decorations. My complicated existence kept me so busy, I'd forgotten the simple things of life.

Things are different now. LIFE's great pictures bring home the magic that lies in the everyday.

You see the familiar, clad in new beauty. And you remember—the cold gray hand of winter on the prairie... the soaring thrust of giant buildings... the crackling heat of noon in a wheat field... the proud prow of a sailboat cutting the waves.

And LIFE also shows you the beauty of strange new things. You marvel at a guided missile arching through the sky... the eerie undersea world welcoming inhabitants of flesh and blood... the exciting patterns of industrial might. All these and many others come home unforgettably in LIFE.

And people. The tranquillity in an aged brow... the lilt and prance of a majorette... the tense jaw of a soldier... the haunted eyes of a refugee... the dimpling smile of a child... the darkness of hate and the simple, timeless beauty of love.

LIFE shows you all these things with an eloquence that touches the heart with renewed understanding. No wonder everywhere you go, people are talking about LIFE.



Beauty comes to life in LIFE. Only LIFE has such extensive printing and reproduction facilities. LIFE's 18 four-color presses run at a speed of 1,400 feet per minute, 144 hours a week.

Fine quality coated paper—of which LIFE uses 75,000 tons a year for color printing alone—makes

LIFE's color reproductions the finest possible. LIFE is a leader in research in printing, in paper, in quick-drying inks and nylon plates.

Only LIFE among magazines—among all media—provides such a vivid setting for any subject and brings so many subjects home to you.

ONLY **LIFE** gives you so much
understanding... so swiftly, so surely



Perfect finish to The National Horse Show



Seagram's

V.O.



IMPORTED CANADIAN

known by the
company it keeps

Parade of International Teams—stirring conclusion to the great annual cavalcade of precision, dash and daring. Now for a post-show get-together, where spectators top off the evening with a glass of fine whisky. Their choice: V.O., beautifully balanced, flawless in form, supremely satisfying.

SEAGRAM DISTILLERS CO. N.Y.C. 80 B PROOF,
CANADIAN WHISKY, A BLEND OF RARE SELECTED WHISKIES, 8-12 YEARS OLD.

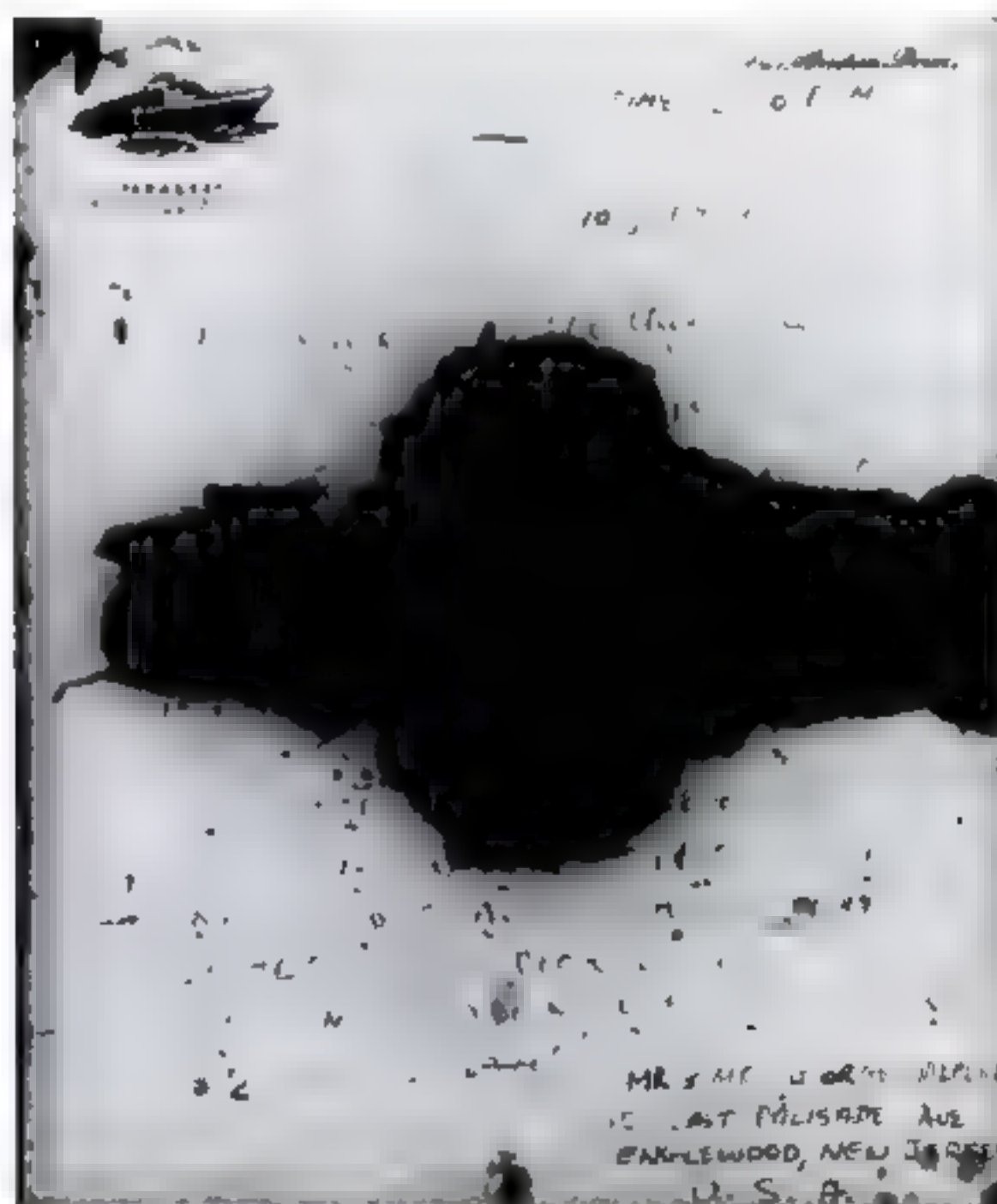


FINDERS OF THE NOTE, DAN AND BARBARA HATFIELD, READ IT IN BERMUDA

Nostalgic Note from the 'Doria'

In a festive shipboard moment two years ago George and Adrienne Halpern, who were sailing to Europe on a vacation, penned a note on a piece of ship's stationery, stuffed it into a champagne bottle they had emptied and gaily tossed the bottle overboard. In the note, they offered two dollars to whoever found it. The ship was the *Andrea Doria* and the Halperns were not aboard on the return trip when it collided with the *Stockholm* off Nantucket and sank.

By now, the trip is only a hazy memory to the Halperns, but they got an unexpected reminder of it this fall. Exploring a beach in Bermuda, U.S. Airman Daniel Hatfield and his wife discovered the champagne bottle washed up behind some rocks and pulled out the note. They wrote to the Halperns about it and the \$2 check was in the return mail.



THE NOTE, damaged by salt water, recorded the time and place it was dropped into the ocean, senders' address and reward for finders.

TOSSING NOTE from *Doria* was recorded by Halperns on movie camera. Mrs. Halpern threw it, then posed happily with her husband



COAST TO COAST ONLY 1½

Pontiac's new Tempest 420E V-8 sets the year's most important

PONTIAC COAST-TO-COAST ECONOMY RUN

San Diego, California to Savannah, Georgia

COMPLETED OCTOBER 17, 1958

DISTANCE	2,442.7 MILES
DRIVING TIME	60.72 HOURS
FUEL CONSUMED	112.5 GALLONS
FUEL COST	\$35.79
MILES PER GALLON	21.7 Average for entire trip
AVERAGE SPEED	40.2 MILES PER HOUR
COST PER MILE	1.465 CENTS

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



"No two people drive alike—if you have a light touch or drive slower than I did you might even top my 21.7 miles per gallon. But no matter how you drive—or where you drive—you'll be amazed at the mileage you get from this big, roomy full-powered Pontiac V-8."

CENTS PER MILE FOR GAS!

economy mark—Here's the story and what it means to you!



We asked one of America's most respected automotive writers and car testers—"Uncle Tom" McCahill—to put a standard Pontiac Catalina Sedan with our new economy V-8 to the test . . . coast to coast.

And with only one specification—that the run would be exactly like *you* would drive coast to coast yourself—in mountains, in city traffic, across deserts, buying gas wherever the tank ran low.

And here's the phenomenal story in every complete detail—miles, time, speed, mileage, costs—all supervised and officially certified by, NASCAR, America's top automobile competition authority.

What does it mean to you?

Simply—and very importantly—this: For the first time, you can get deep-chested V-8 pep with better mileage than from many smaller so-called "economy cars" . . . and get it on regular fuel!

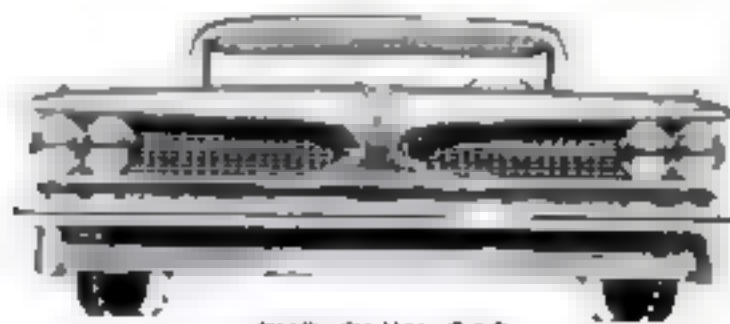
If you owned a Pontiac with this revolutionary new Tempest 420E V-8 power plant right now you'd be enjoying savings of up to 5 cents a gallon on regular fuel, no matter how you drive or where your driving takes you. This new economy V-8 is optional at no extra cost on any Hydra-Matic Pontiac! (If you want the ultimate in action, drive Pontiac's companion engine, the Tempest 420—America's most advanced V-8.)

See your Pontiac dealer soon—and discover the newest in V-8 performance and economy!

PONTIAC!

America's Number ① Road Car

3 Totally New Series • Catalina • Star Chief • Bonneville



THE ONLY CAR
WITH WIDE-TRACK WHEELS



"I'm no feather-foot and I don't baby cars . . . maintaining an average of 40.2 m.p.h. all the way across the continent proves it!"



"Our route wasn't for the softies, and I can tell you one thing for sure—this Pontiac 420E is full to the brim with V-8 power and pep."



"We stopped for gas whenever we needed it . . . used 5 different brands . . . and because we could use regular fuel, saved up to 5¢ a gallon."

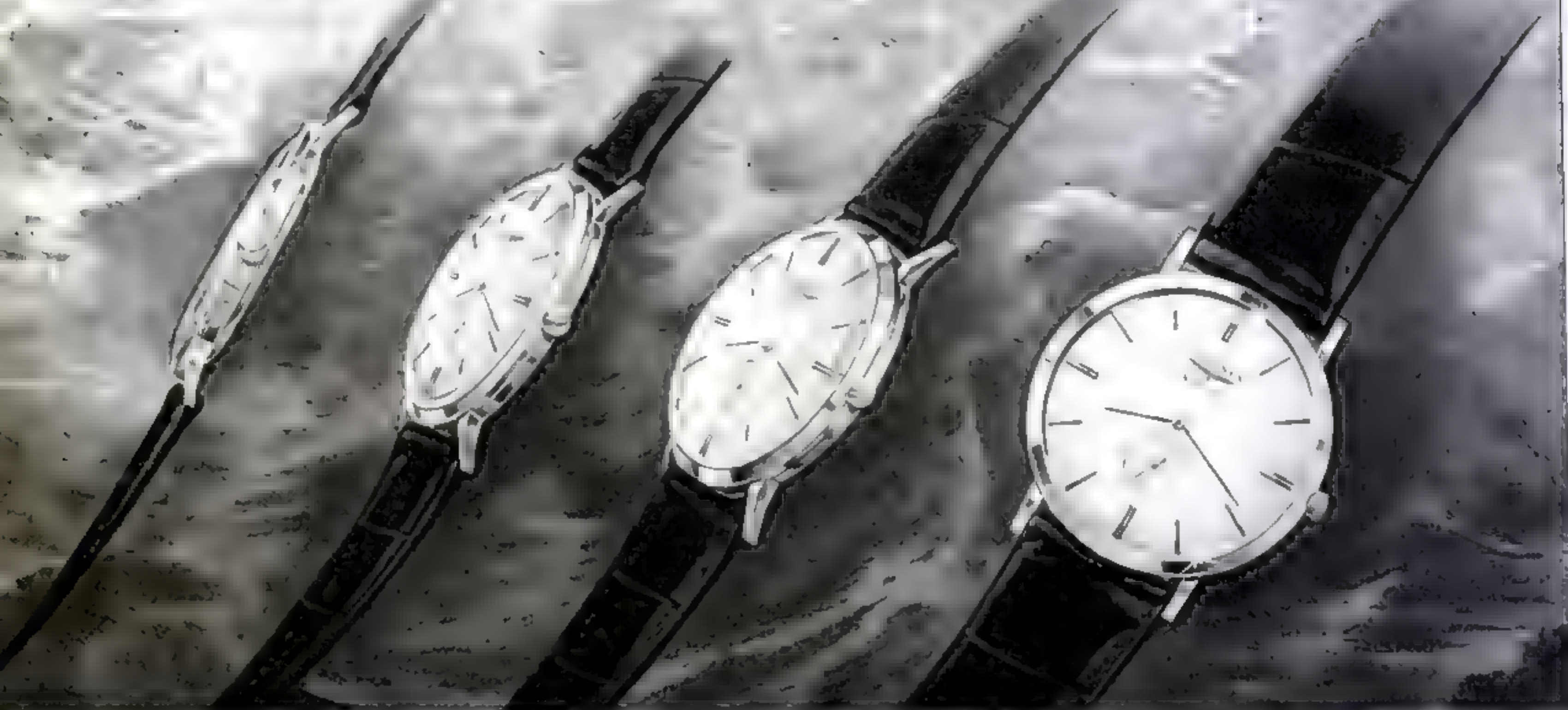


"We took our share of city traffic—it's tough on gas mileage, but we wanted the results on this trip to be as realistic and practical as possible."

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Announces The Greatest Advance In Waterproof Watches*

☆☆☆ *"Admiral-1200"* ☆☆☆
Automatic



*This Sensationally New, Ultra-Thin, Hermetically-Sealed Watch
Affords Lifetime Protection Against All Common Watch Hazards*

The new Longines "Admiral-1200" is wafer-thin, handsome, fashionable. Yet its smooth, seamless, flowing contours give the most perfect *permanent* protection against destructive moisture, shock, perspiration, air-borne dust. Its revolutionary self-locking "Aquaseal Crystal" is completely water-tight without gaskets, washers or cement. ⌚ Within this armored protection is the world-renowned Longines automatic watch movement—shock-resistant, anti-magnetic—the most advanced automatic watch in the world. ⌚ The new, ultra-thin, hermetically-sealed Longines "Admiral-1200" provides the most wonderful timekeeping service imaginable. Yet, so perfectly is it protected against all common watch hazards that it can be a prized possession for a lifetime. ⌚ "Admiral-1200" Automatics are *just now* being received by Authorized Longines-Wittnauer Jewelers. If you are planning to buy a watch for yourself, or as an important gift, *invest* in a

Longines "Admiral-1200", the latest and finest version of "The World's Most Honored Watch." ⌚ *Illustrated above—the "Admiral-1200" Automatic, 14K gold, \$165. Other "Admiral" Watches from \$90. *as long as crystal and stem remain intact.*

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SPORTS

BROWN'S RUN AT RECORDS



WAITING HIS TURN. Brown watches from the bench as opponents have the ball. He plays offense only.

Pros' greatest runner rolls up yards, scores

In his second year as a pro, fullback Jimmy Brown, 22, of the Cleveland Browns has already had enough wild-eyed tributes to make such giants as Bronko Nagurski, Marion Motley and Steve Van Buren seem almost like midgets in comparison. A 228-pound compound of power and speed, Brown explodes through packed defenses—give him a hole (top right) and he's gone. "If you do hit him," complained one tackler, "he runs right out of your arms." In the open Brown is almost impossible to overtake. "He runs as hard as the hardest and as fast as the fastest," says another opponent.

Brown's relentless running has put him close to two all-time pro records. After six games, he was three touchdowns behind the single-season record of 18, only 200 yards below the rushing record of 1,146. Says his dour coach Paul Brown, "Nothing Jimmy might accomplish in football would surprise me now."



HURTLING INTO LINE. Brown bolts by Chicago Cardinals after taking hand-off from Milt Plum (16).

RACING OVER GOAL. Brown scores the first of three touchdowns as Cardinals lose 10-0 at home.



CONTINUED

New tire cord disco



makes tires safer, strc

HERE IS THE LATEST NEWS ABOUT TIRE CORD AND SAFETY, STRENGTH, DURABILITY AND COST.

What Tyrex is

TYREX viscose tire cord is the newest—and best—cord ever developed for tires, and represents a major scientific breakthrough.

Tyrex tire cord is made from cellulose, nature's own "wonder" chemical, and embodies properties not found in any other tire cord. It is incredibly strong—pound for pound it's stronger than steel—stable, durable and heat resistant. And in test after gruelling test, in tires on automobiles, trucks and taxis, it outperformed *every* fiber in use today! These properties are of major importance, for a tire can be no better than its backbone of cord! Your tires' performance and your own comfort and safety depend on it.

Three major sciences—cellulose, fiber and rubber—combined to produce Tyrex cord tires. And cellulose is Rayonier's business. We know what these tires can do because as a major world supplier of versatile cellulose to many industries, Rayonier played a substantial role in the birth of Tyrex cord.

[®]Tyrex is a certification mark of TYREX INC. for viscose tire yarn and cord.

very

TYREX*

nger, longer wearing

What Tyrex does

In laboratory and road tests by leading automotive and tire authorities, Tyrex cord tires proved their superiority beyond doubt:

Tyrex cord tires are your strongest protection against blowouts.

Tyrex cord tires resist highway heat for greater safety . . . Tyrex cord tires, by independent test, run cooler at turnpike speeds. And Tyrex cord can't possibly soften or melt.

Tyrex cord tires can take brutal punishment . . . they outperform other tires made especially for taxis and trucks.

Tyrex cord tires run quieter, smoother and increase gas economy . . . a big reason you see them on leading 1959 cars.

Tyrex cord tires wear longer. They're *not* premium priced . . . and you can get as many as *four* safe retreads.

Tyrex cord prevents "flat spots" and "morning thump" . . . tires stay stable and round, your wheels better balanced.

You'll find Tyrex cord tires on new 1959 cars — and you can buy them as replacement tires for your present car. Choose the tire cord the leading auto makers found best (after test) for their 1959 models — TYREX!

RAYONIER



NATURAL RESOURCES CHEMISTRY

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161 East 42nd Street, New York 17, N. Y.

ONLY SURE WAY TO BRING THE BIG BACK DOWN



GANG-TACKLING BROWN, three New York Giants, Cliff Livingston (89), Andy Robustelli (81) and Jim Patton (20), stop him after he gets a first down.

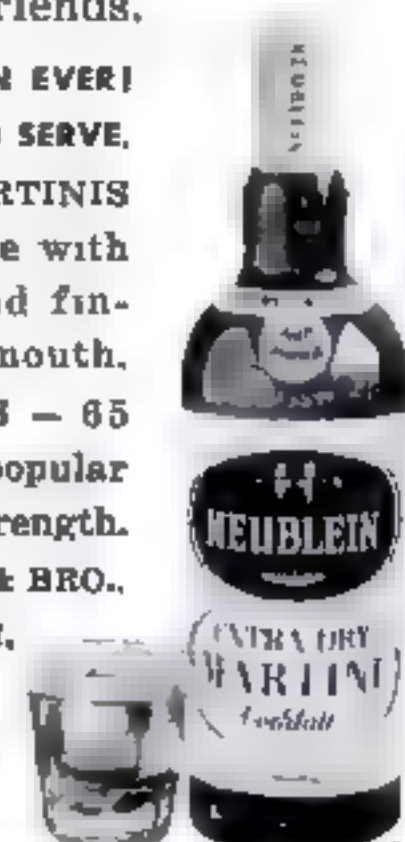
Giants assigned one player to follow Brown on every play, held him to one touchdown and 113 yards—subpar for Brown, but a big day's work for any other back.

wonderful way to wind up the day



Sit yourselves down around 6:00 and sip the most effortless cocktails in all the world—Heublein's. Rewardingly smooth after a busy day. Mixed to perfection, no work—just stir with ice and serve. Or pour right on-the-rocks. You'll love Heublein's. So will your friends.

NEW, BETTER THAN EVER!
ALWAYS READY TO SERVE.
EXTRA DRY MARTINIS—75 proof, made with pot still gin and finest vatted vermouth.
MANHATTANS—65 proof.—8 other popular kinds, all full-strength.
G. F. HEUBLEIN & BRO.,
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you've got it made with **HEUBLEIN COCKTAILS**

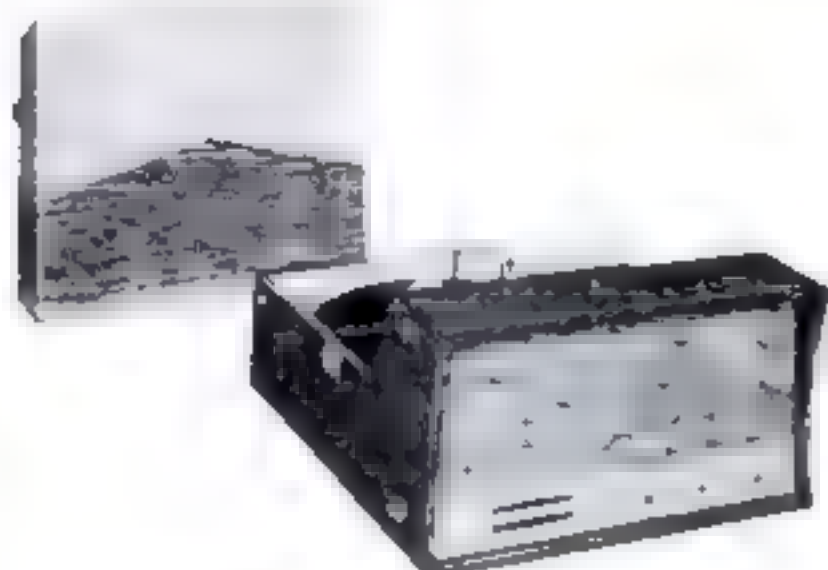
SMART IDEA: pour on-the-rocks straight from the bottle



If you own a good TV set or radio...

You may own half of a fine Stereo System! Complete it for Christmas with a new Stereo High Fidelity "Victrola"® (from \$129.95)

Your present radio or TV set can be adapted for stereo easily and inexpensively by a competent serviceman. Or choose from 9 RCA Victor companion speakers—\$9.95 up!



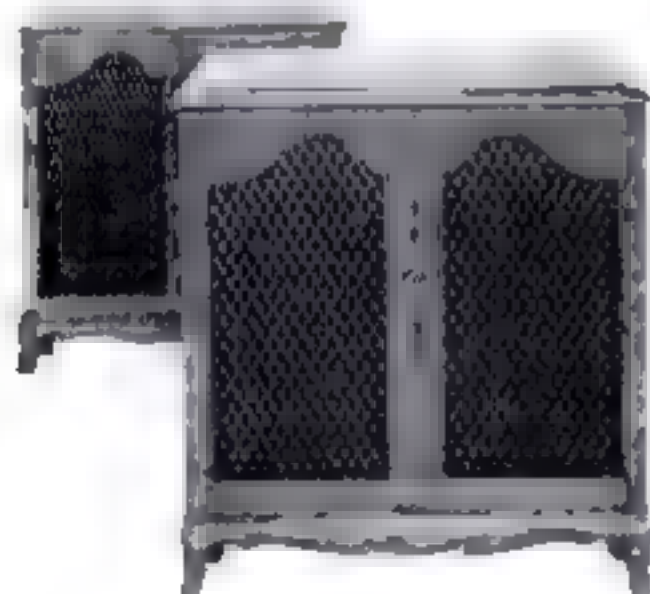
Complete Stereo Hi-Fi. Portable. Second speaker system in "Lift-away" lid. Charcoal/white simulated leather. *Mark XIV.* (SHP14) \$129.95.



Handsome console with 3-speaker Panoramic Sound. 4 grained finishes. *Mark XII.* (SHP12) \$149.95. Companion speaker (SHS12) extra.



Four speakers. 2-in-1 "Living Stereo" pickup. Traditional. 4 finishes. *Mark VIII.* (SHP8) \$249.95. Companion speaker (SHS4) extra.



Space for AM-FM tuner. Diamond stylus. French Provincial. 3 finishes. *Mark VII.* (SHP7) \$279.95. Companion speaker (SHS7) extra.



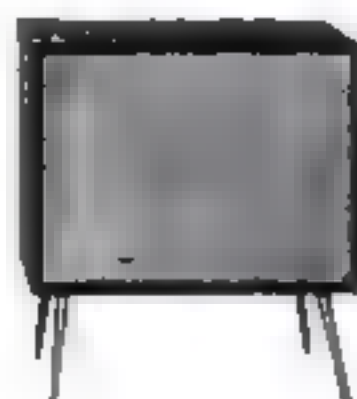
Danish lowboy. AM-FM radio. Dual amplifier. "Room Divider" back. 3 finishes. (SHC6) \$379.95. Companion speaker (SHS6) extra.



Traditional console. AM-FM radio. Diamond stylus. Dual amplifier. 3 finishes. *Mark IV.* (SHC4) \$425. Companion speaker (SHS4) extra.



Danish Modern. AM-FM radio. 2-in-1 pickup. "Room Divider" back. 3 finishes. *Mark III.* (SHC3) \$450. Companion speaker (SHS8) extra.



"Add-on" Stereo High Fidelity. 2-in-1 pickup. 4 finishes. *Mark IX.* (SHP9) \$219.95. Matching bench, record cabinet, optional AM-FM radio, B&W TV, and companion speaker system (SHS9) extra.

The thrill begins Christmas morning when you put on your first "Living Stereo" record. The music surrounds you. There is an exciting new *depth* and *direction*. And you can play all your regular records, too. See and hear these great new "Victrolas" at your RCA Victor dealer's now. Give your family "The Gift That Keeps On Giving"!

Manufacturer's nationally advertised list prices shown (optional with dealer) subject to change. Slightly higher for West and South. Prices vary according to finish. ®RCA trademark for record and tape players.

Glamorize wrappings with **SCOTCH** Brand Gift Tapes. Now in High Fidelity colors inspired by RCA Victor!



Budget-priced Stereo. Second speaker system in lid. Brown/beige simulated leather. (SE56) \$99.95



NEW SPIN FILTER COOLS THE SMOKE NATURALLY!



TEST FOR TASTE

Here's the best taste yet in a filter cigarette



Looking for a filter cigarette that does more than reduce tar and nicotine—a filter that actually improves smoking taste?

Then, no matter what kind of cigarette you're now smoking, try Old Gold's New Spin Filters . . . and *test for taste*. Test as many as you want. A cigarette. A pack. A carton.

Each puff spins the smoke around and around the filter fibers—cools the smoke naturally. You get only the cool, mild taste of truly fine tobaccos.

Try Old Gold's New Spin Filters. It's the best taste yet in a filter cigarette. Make your test for taste—today.

Old Gold's new Spin Filter creates new filtering channels to make the smoke travel farther. It's a known fact—when smoke travels farther, it becomes cool and mild. Try Old Gold's New Spin Filter and see.

OLD GOLD'S NEW SPIN FILTERS

Product of P. Lorillard Company—First with the finest cigarettes—through Lorillard Research!

**‘LOOK WHAT
WE’VE GOT’**



**Mr. and Mrs. Painter have
a real reason to be proud**

(TURN THE PAGE)

Reunion for Far-flung Family

The expression of quiet pride on the faces of Howard Andrew Painter and his wife Sylvia (preceding page) derives from a heartwarming phenomenon—the sight of a big, happy and devoted family all come together. As he surveyed his happy brood Pop Painter said, "Well, Mom, we've been married 43 years and look what we got here!"

Though Pop Painter jokes modestly, "We're really awfully lucky—they're just average kids, no idiots among 'em," luck was not the factor. Married in 1915 in the Missouri Ozarks, the Painters reared their children in an atmosphere of affection and mutual respect. When the Depression wiped out Howard's building business, Sylvia, a schoolteacher, taught four of them at home for three years because they didn't have the proper clothes for school.

The efforts paid off. The children have become lawyers, engineers, teachers—even an airfield tower control operator. They love to reunite and "visit," and though lately it hasn't been easy, with children grown up and settled, this year they gathered, 34 strong, at "family headquarters" in Kansas City for a warm, noisy three-day hoedown. When it was over, Mom Painter said, "Every mother thinks her children are the best in the world. I know it."



BEDROOM CHART, showing late-comers where to sleep, is tacked on the stair behind Vanda Lee.

REUNITED PAINTERS are (from bottom) Howard, 65, Sylvia, 68, and Iris, 40. Behind to left are June, 42, widow of Howard Jr., with children Barbara, 3, and Howard 3rd, 18. In back of June are Mary, 36, and husband John Cooper. Holling hazered Billy, 3, is Bill Painter, 31, with his wife Deborah, 26. On next step are Betty, 42, and her family—daughters Mary, 6, Sylvia, 8, Charlotte, 1, and husband Lewis Miller. Back of Betty are George, 41, his wife Annula, and son Douglas Regman, 1. Back of them is Bob, 29, and his family—wife Paula, 25, Debbie, 1, Sherry, 6, Holly, 5, Stevie, 3. Next row back are Jon Painter, 26, and wife Lucy, 21, and Jon's twin Joe whose wife stayed home with new baby. At right is Vanda Lee Pace, 28, and son Jimmy, 6. In last row are Charlotte, 23, Jim, 25, with wife Helen, 26, and their baby Janet, 1.



For most every kind of pain or ache, BAYER ASPIRIN is what millions take because—

BAYER

Brings Fastest Relief

...the fastest, most gentle to the stomach relief you can get!

*"I use it for
HEADACHE!
Bayer makes it go—
in a hurry!"*



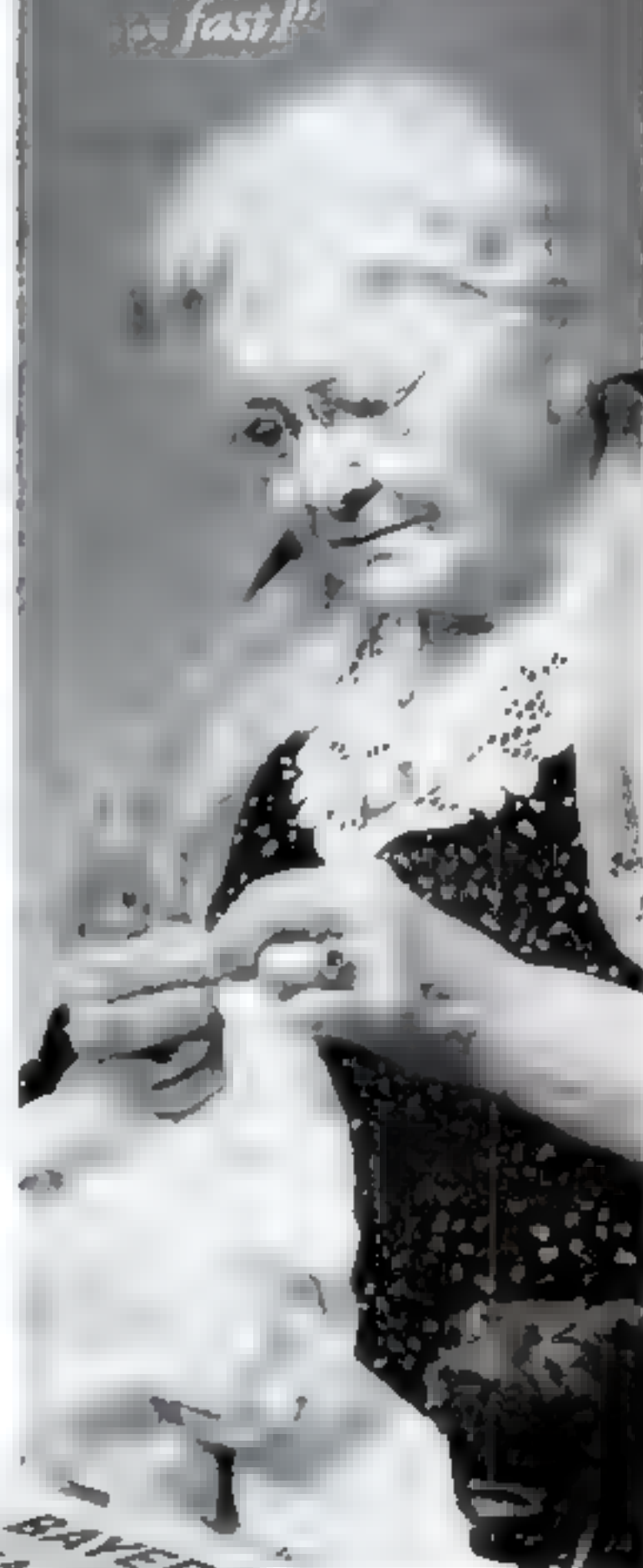
*"I use it for
NEURALGIA
and get wonderful
fast relief!"*



*"I use it for
SORE THROAT
due to a cold!"*



*"I use it for
**ARTHRITIC
PAINS!**
Bayer makes it go—
in a hurry!"*



Men who KNOW medicine say: "TAKE ASPIRIN!"

Doctors and public health officials—men who KNOW medicine—have repeatedly recommended aspirin for headache, muscular pain, fever of a cold. And now, eminent doctors—reporting to the entire medical profession on new clinical studies of Bayer Aspirin versus buffered aspirin—reveal that the addition of buffering agents to aspirin serves "no clinically detectable useful purpose." So take Bayer—the best aspirin the world has ever known.

Why BAYER makes you FEEL BETTER FAST!

Unlike pain-relieving tablets which delay relief because they enter your stomach whole, a Bayer tablet disintegrates into soft, tiny flakes on its way to your stomach. Therefore, it's ready to go to work instantly—without delay—to bring the fastest, most gentle to the stomach relief you can get!



FEEL BETTER FAST—with BAYER ASPIRIN

Fun in a Tub, Cellar and Croquet Court



COMMUNAL BATH, in one of the house's two tubs, is shared by Rilly Painter (left), Jimmy Pace (dark in center), Bobby Painter and Steve Painter.

For speed and efficiency, the two most of whom slept and wet. If TV and music floor dormitory took their baths in shifts. Sued last of room stayed with painter.



"BE A BRIDGE," shouts Sylvia Miller (right), in cellar, as Sperry Painter and Mary Miller oblige.

OVER CROQUET, Pop, a construction superintendent, looks at shot with Jon, chemical engineer →



Set the Dial— Eat in Style!

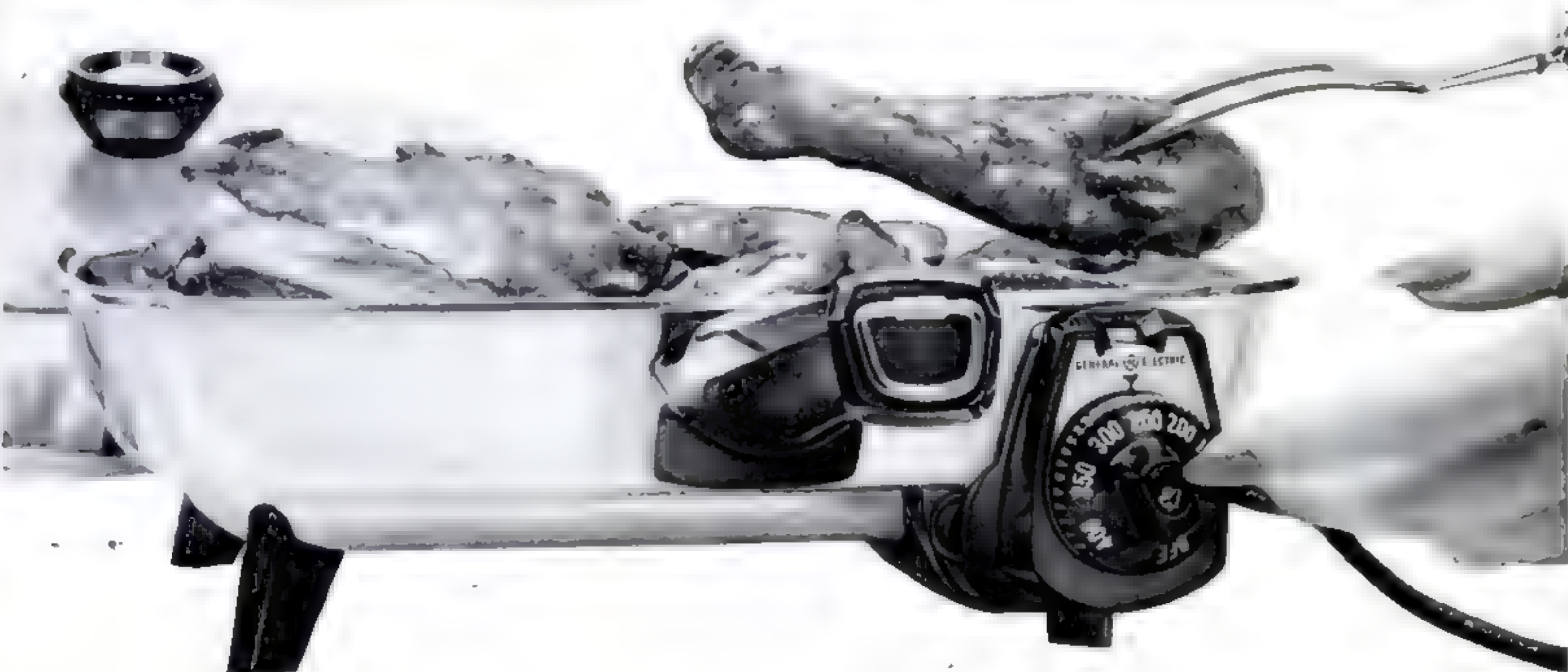
THE GENERAL ELECTRIC AUTOMATIC SKILLET MAKES DIFFICULT DISHES EASY—
AND ITS REMOVABLE CONTROL FITS THE GENERAL ELECTRIC SAUCEPAN!

Even fancy cooking's easy with the General Electric Automatic Skillet! The thermostat maintains *exactly* the right temperature for every food—no smoking, no burning!

Exciting dishes like crisp Southern Fried Chicken, exotic Sukiyaki, delicate Crêpes Suzette are done easily—automatically. Everyday frying jobs come out better than ever.

It *bakes*, too! Controlled heat produces perfect biscuits and cakes every time.

The Silicone thermostat is *removable*—you can dunk the whole skillet for easy cleaning. Thermostat also fits the General Electric Automatic Saucepan. General Electric Company, Portable Appliance Dept., Bridgeport 2, Conn.



There's always a **PLUS** In General Electric!



It's a steam and dry iron!

PLUS a built-in sprinkler, too!

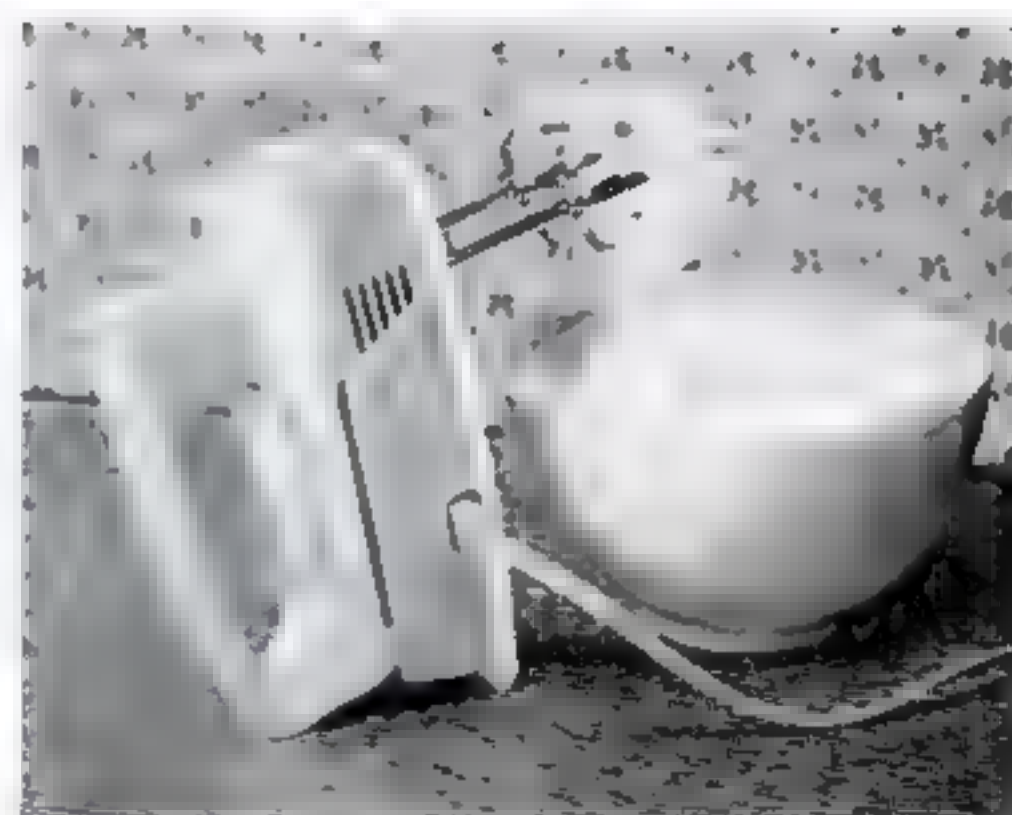
General Electric Spray, Steam & Dry Iron sprinkles as you iron! Erases stubborn wrinkles in a jiffy—gives you knife-like creases, makes all ironing easier. Switches instantly to steam or to dry.



It's a rotisserie!

PLUS it's a second oven, too!

New General Electric Rotisserie Oven gives you the baking accuracy of a fine range oven! Rotisserieizes, roasts, broils and bakes like a *second oven*. New tilt-top design for easy access, easy cleaning.



Does any mixing job!

PLUS weighs less than 3 pounds!

General Electric Portable Mixer is powerful enough for the heaviest cake batter—gentle enough for the most delicate sauces. Has convenient heel rest; easy-to-use beater ejector; removable cord.

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GENERAL  ELECTRIC

THE PAINTERS

CONTINUED

'How's It Going with You, Mary...'

INTIMATE CHAT over cigars is enjoyed after dinner by Mary Painter, 36, and her father, who "managed to get off in a corner and talk to all of them." Mary is married to John A. ("Jae") Cooper and once worked as his secretary in his law office in Nashville, Tenn. Says Mrs. Painter, "Mary is more like her father than the other children—the others don't have his drive."

CONTINUED



How to feel 100%



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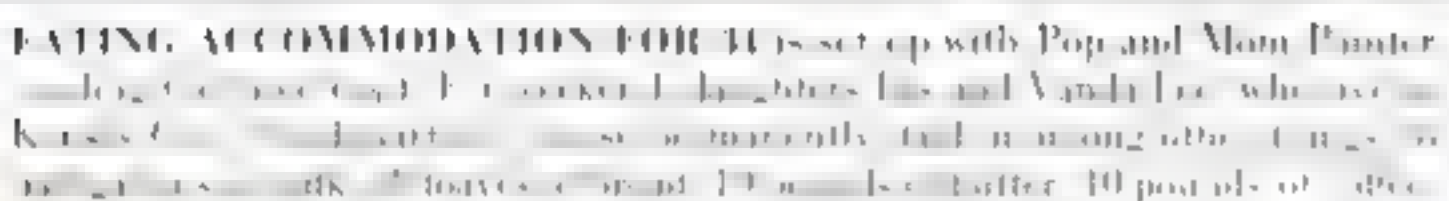
A telephone visit with out-of-town family or friends will really perk you up. Or, you can settle a business

matter quickly, easily and inexpensively by Long Distance.

Why not try it right now and see!

BELL TELEPHONE SYSTEM





FAMILY HYMN SINGING. (continued) Future — Praise to Jesus takes place Saturday night. I expect *Rock of Ages* *Anchor the Toss* *Let a Friend Be There* *Jesus* in Methodist Church book. Praise to Jesus takes place every 1st Sunday in some Methodist churches. Baptists some Christian churches.



What kind of diet are you on?

(almost everybody is)



Infant diet?

There used to be a bugaboo that bananas were indigestible. Now doctors prescribe ripe bananas as one of baby's first solid foods—because they are so easily digested.



Weight-losing diet?

Maybe you have heard the bugaboo that bananas are fattening. What are the facts? The U. S. Department of Agriculture states that a medium banana has only 88 calories.



Low-fat diet?

Bananas contain almost no fat at all—less than 2/10 of 1%. Yet, unlike so many "diet" foods, they have a rich, mellow flavor and really satisfy your appetite.



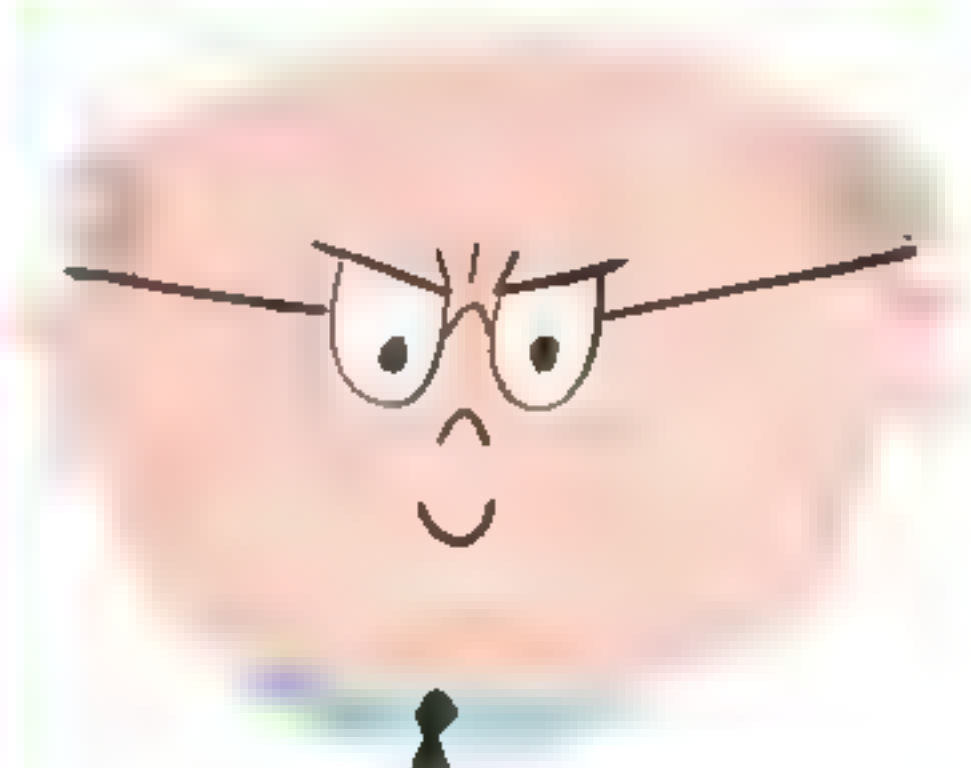
Growing-up diet?

Bananas satisfy hunger—and "hidden hunger," too. They provide vitamins and minerals to help kids grow strong and healthy, plus wholesome fruit sugars for quick energy.



Geriatric diet?

Bananas are easy to fix, easy to chew—perfect for older folks. And they help sustain youthful vitality with a well-balanced supply of vitamins and minerals.



Low-cholesterol diet?

There's no cholesterol at all in bananas. So if your doctor suggests cutting down your daily cholesterol intake, bananas a-plenty are safe—and ever so satisfying.



Liquid diet?

Be sure to try a banana shake on the days your doctor advises liquids. Just mash a banana with a fork, shake with cold milk and pour yourself a balanced ration.



Got-no-troubles diet?

Bananas are one of the best-tasting foods you can eat any day! Such a happy way to build good nutrition into your daily diet. So help yourself. Havabananana today!

Whatever diet you're on...

Help yourself—HAVABANANA



Help yourself to a slender figure!

Help yourself to new vitality!

Help yourself to better digestion!

Remember—a *medium banana*
has only **88 calories!**

* **Calorie low!** Fruits as a class are low in calories and bananas are a particularly low-calorie food because they are usually eaten straight from the peel with no high-calorie extras added. A medium banana has only 88 calories.

UNITED FRUIT COMPANY

Calorie Low!* Vitality High! Bananas belong in your daily diet!

NEW FROM ROYAL

FOR *Christmas*



The **FUTURA** is the first and only portable with **ALL** the practical features of a standard office typewriter!

Here it is—the first and *only* portable with *all* the hard-working advantages of the best standard office typewriter model. It's Royal's newest—and it's here in time for Christmas giving.

Try the new FUTURA and see how smoothly and effortlessly you can type on Royal's full standard keyboard with finger-flow keys and comfortable keyboard slope. And see how easily you can tailor the keyboard to your own touch by simply moving Royal's Touch Control® lever. Ribbon need

changing? You do it in seconds with Twin-Pak®, without touching the ribbon or smudging your fingers. You set margins automatically with a flick of your finger on the Magic® Margin lever. You set the foolproof, easy-to-use Royal Line Meter to show you how many lines are left at the bottom of your page.

And when you want to tabulate columns of figures, you simply press the Magic Column Set key. Add to all this: one-piece, unitized construction...so rugged it can take all the pounding you can give it.

The new Royal FUTURA makes a very special Christmas gift for students and others who type at home (or in the office). Choose from four gay colors. Ask your Royal dealer for a demonstration—soon.

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DR. DIETRICH BRINCHER, TEST'S DIRECTOR, WATCHES REACTIONS OF KITTEN AND MOUSE AS THEY TRY TOPSY-TURVY WALKING ON MAGNETIZED BOOTS

THE CAT WALKS UPSIDE DOWN

Navy suspends animals by magnets to study disorientation of space flight

The startled kitten above, so bewildered that it ignores a mouse a few inches away, is pioneering an eerie experience similar to one that space pilots may soon have to undergo—the sensation of walking about upside down. It is attempting to move across a sheet of metal while its paws are strapped to little magnets that permit it to lift its limbs with a tug but at the same time keep it safely “grounded” in a topsy-turvy position.

Before the dawn of space flight putting the kitten in this predicament would have been pointless. But today the U.S. Naval School of Aviation

Medicine in Pensacola, Fla., is studying the reactions of animals to this unusual “grounding” and to the disorientation that comes from not knowing which way is up and which down. The purpose is to find clues to how men will react when rocketing through space. Out there man will be weightless and, to keep from floating about in his space ship, may have to wear magnetized boots. He will lose all sense of up and down. If trained to adapt to these strange conditions, he will not get as confused as the kitten and will be able to carry out the experiments that are his mission in space.

Feeling
"HALF-
THERE"
due to
Upset
Stomach?

Settle Your Stomach in Seconds with Milk of Magnesia!

Scientific tests show that Phillips' Milk of Magnesia actually settles your stomach in *seconds*! That's because Phillips' is one of the *fastest, most effective* stomach acid neutralizers ever discovered!

So whenever upset stomach, gas, heartburn or other symptoms of acid indigestion have you feeling only "half there", take Phillips' Milk of Magnesia right away. In almost no time at all you'll be back to normal—feeling bright and chipper again. Get Phillips'—either regular or in new, mint-flavored form that tastes delightfully clean and refreshing.



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REGULAR • FLAVORED

UPSIDE-DOWN CAT CONTINUED



ATTACHING MAGNET before test, scientist keeps mouse's nose in tube containing ether to quiet animal. Each magnet weighs 1/25 of an ounce.



STUDYING HEARTBEAT after test, Dr. Heischer and helpers take cat's electrocardiogram. It was extremely fatigued by effort of upside-down walk.



SONYA STARR, student, Thomas Starr King School, Los Angeles, says "When ugly blemishes appeared, I just couldn't face my friends. My mother brought many, many remedies, but nothing seemed to work until we used Clearasil. With Clearasil, my complexion soon had a 'new look,' and I soon had a new outlook."

Sonya Starr

SCIENTIFIC CLEARASIL MEDICATION

'STARVES' PIMPLES

SKIN-COLORED, Hides pimples while it works

CLEARASIL is the new-type scientific medication especially for pimples. In tubes or new squeeze-bottle lotion, CLEARASIL gives you the effective medications prescribed by leading Skin Specialists, and clinical tests prove it *really* works.

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2. **Stops bacteria.** Antiseptic action stops growth of the bacteria that can cause and spread pimples... helps prevent further pimple outbreaks!
3. **'Starves' pimples.** Oil-absorbing action 'starves' pimples... dries up, helps remove excess oils that 'feed' pimples... works fast to clear pimples!

'Floats' Out Blackheads. CLEARASIL softens and loosens blackheads so they float out with normal washing.

Proved by Skin Specialists! In tests on over 300 patients, 9 out of every 10 cases were cleared up or definitely improved while using CLEARASIL (either lotion or tube). In Tube, 69¢ and 98¢. Long-lasting Lotion squeeze-bottle only \$1.25 (no fed. tax). **Money-back guarantee.** At all drug counters.

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Only 49¢

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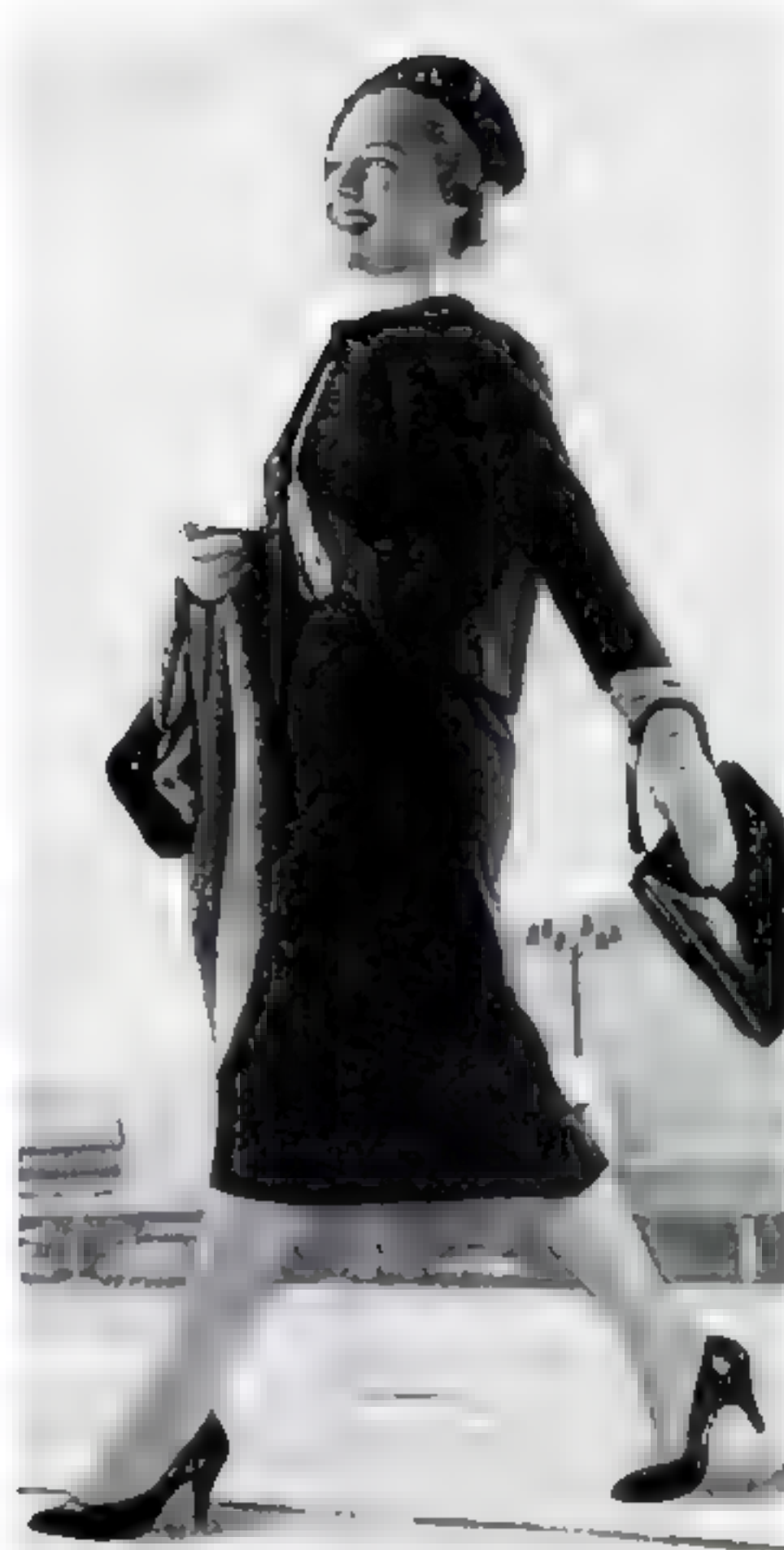
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... ten years from now will be worth more or less, depending on *how you plan*. Learn how to plan wisely. Consult the 384-page guide, **INVESTMENT COMPANIES**. You can read it *free* at your public library, many banks. Or for further information about this book, write Arthur Wiesenberger & Co., Dept. L-1, 41 Trinity Place, New York 6, N.Y.

You tend to slump, you feel older, look older when you sleep on a too-soft mattress. That's because your posture muscles can't relax on a mattress that doesn't give proper support. Those muscles have been working all day to hold you up. If they can't relax at night, they grow constantly weaker, often ache in the morning.



You look better and feel better when you sleep on a *Posturepedic*. The buoyant but healthfully firm support of this unique mattress—designed in cooperation with orthopedic surgeons—keeps your body aligned. Posture muscles relax and regain their tone. You sleep in relaxing comfort... with better posture as a plus.

*Actually, you can help your posture
while you sleep...on a Sealy Posturepedic®
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The Posturepedic sleeps you... keeps you... at your level best

The extra firm mattress that's comfortable

You'll find that the scientific support of a *Posturepedic* is supremely comfortable. Deep-spring resiliency—no bedboard hardness. Smooth, soft surface—no buttons, no bumps. A luxurious *Posturepedic* is

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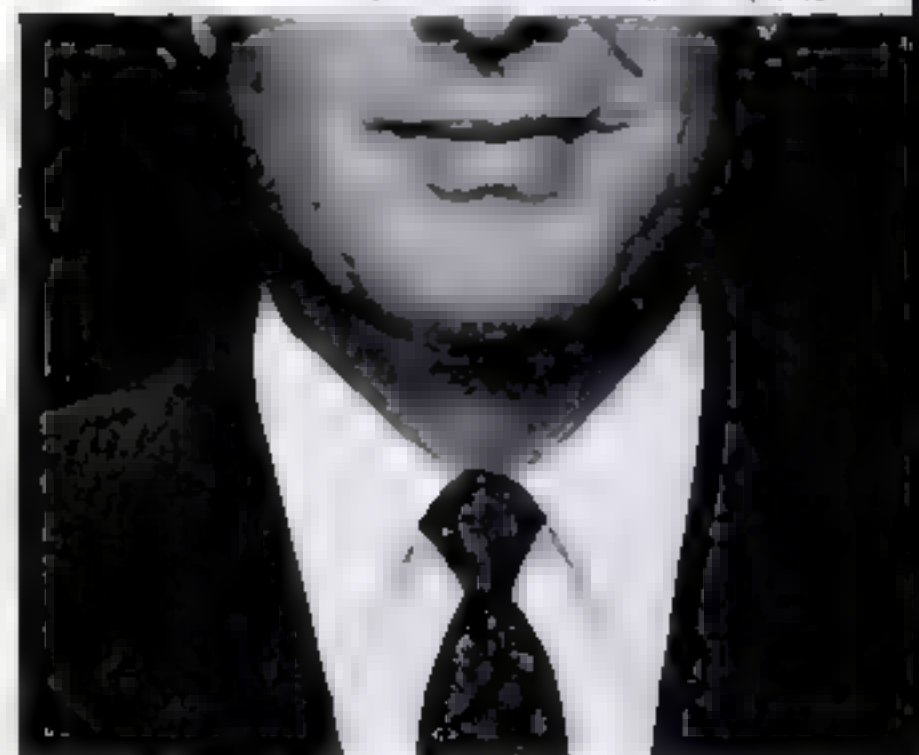
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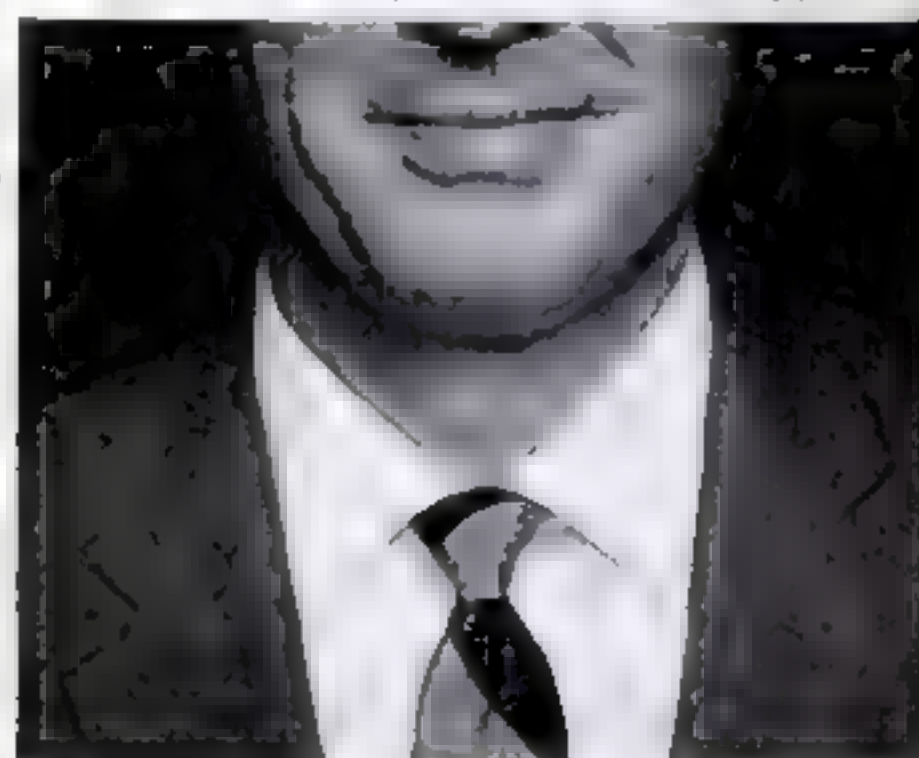
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You can wash these Arrows any way you wish!

It's perfected Wash and Wear in 100% "Sanforized" cotton
...wash by hand or wash and dry by machine, and wear!

Here's Wash and Wear you wash as you please.

And with it, you get the *extra* qualities that make men prefer Arrow 5-to-1—plus the world's widest selection of collar styles—plus new convertible cuffs you can button or use with links. *Most styles at new low price of \$4.*

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broadcloth with a smooth, luxury feel. You can wash these shirts by hand, wash and dry by machine (using the new wash-and-wear cycle), or send them to the laundry.

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Men prefer Arrow 5-to-1 because of perfect collar fit, shoulder line contour, Mitaga tailoring to conform with natural body lines, tapered sleeves, anchored buttons, and "Sanforized" fabrics.



DEBBIE SHEIN'S HEADFUL OF HAY AS SHE IS GIVEN PRACTICE TOSS BY UNDERSTUDY AND THREE STRONG FARM BOYS

Debbie Back with a Bounce

Like a good trouper Debbie Reynolds was back at work again. Her marriage to Eddie Fisher and the first bleak days after its breakup were behind her. Ahead of her was a job and she was already tackling it with real bounce.

This was the filming of a saucy comedy called *The Mating Game*, adapted from a novel by H. E. Bates, *The Darling Buds of May*. Debbie plays a frolicsome farmer's daughter who chases the local tax collector,

conquers him and, with his help, gets her pa a permanent tax exemption. But before chasing she is chased and tossed by three eager yokels in a series of strenuous barnyard roughhouses on the M-G-M lot.

Debbie insisted on taking all her haystack tumbles personally without help from a stuntwoman. "Why not?" she asked. "I'm an old vaudevillian. Besides I've had my two children and I'm not married anymore." For a look at her youngsters turn the page.

CONTINUED

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make more
children happy!



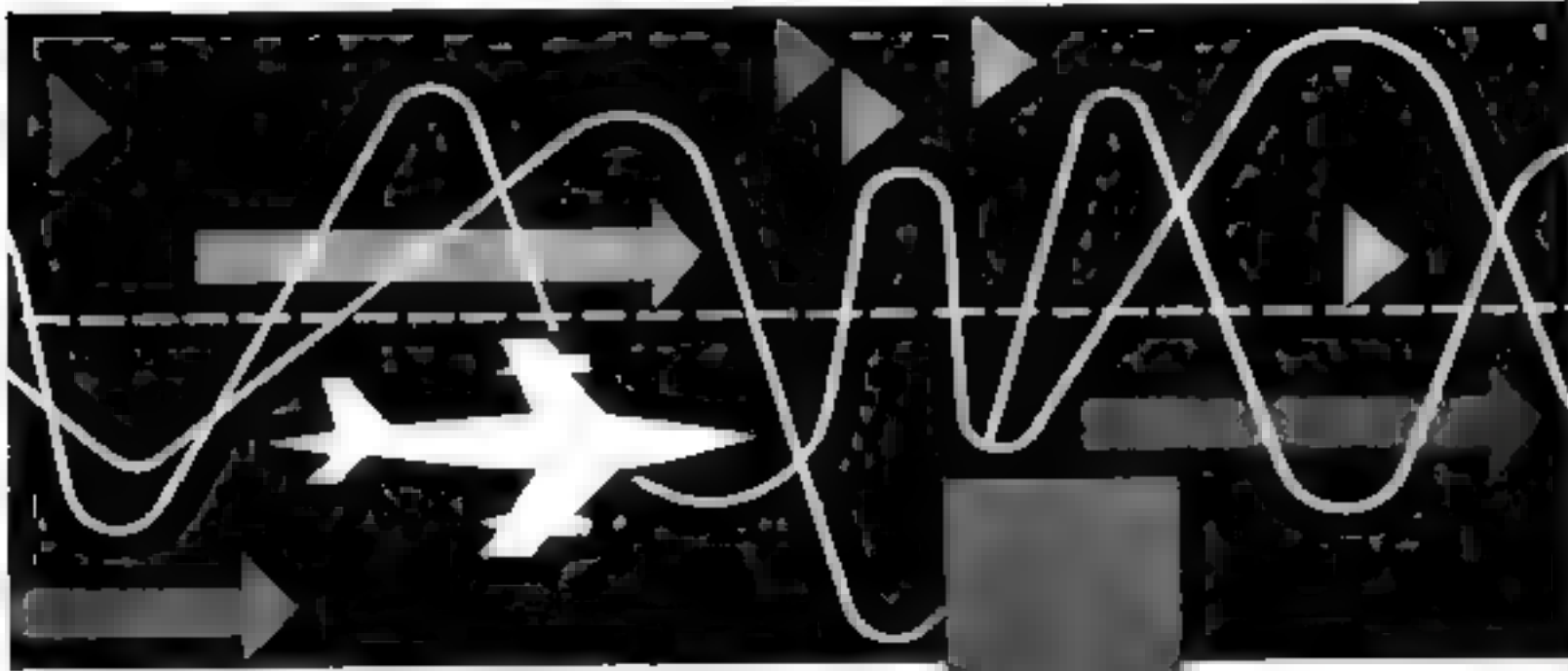
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BETWEEN TAKES Debbie mothers her children, Carrie, 2, and Todd, 7 months. On a movie lot for the first time in their lives, the children loved it.



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... the better health and longer life that come with better medicines

He's facing one of life's first challenges head-on. In the years ahead, he will face many bigger challenges. Chances are he'll lead the life of a healthy, vigorous boy and man. And when occasional illnesses occur, he'll have plenty of help from better medical care and knowledge—and better medicines.

It wasn't always this way. Back when his father was a boy, diseases we've almost forgotten attacked whole families—men, women, and children.

Today this picture has changed. Physicians know much more about how to diagnose diseases accurately and, with better methods of treatment and today's better medicines, can do much more

to conquer them. For example, in the broad field of infections, with the prompt employment of sulfa drugs and the new antibiotics, critical illnesses seldom develop. If treated in time, patients usually recover without serious consequences.

Along with advances in diagnosis and treatment, better medicines help make the difference.

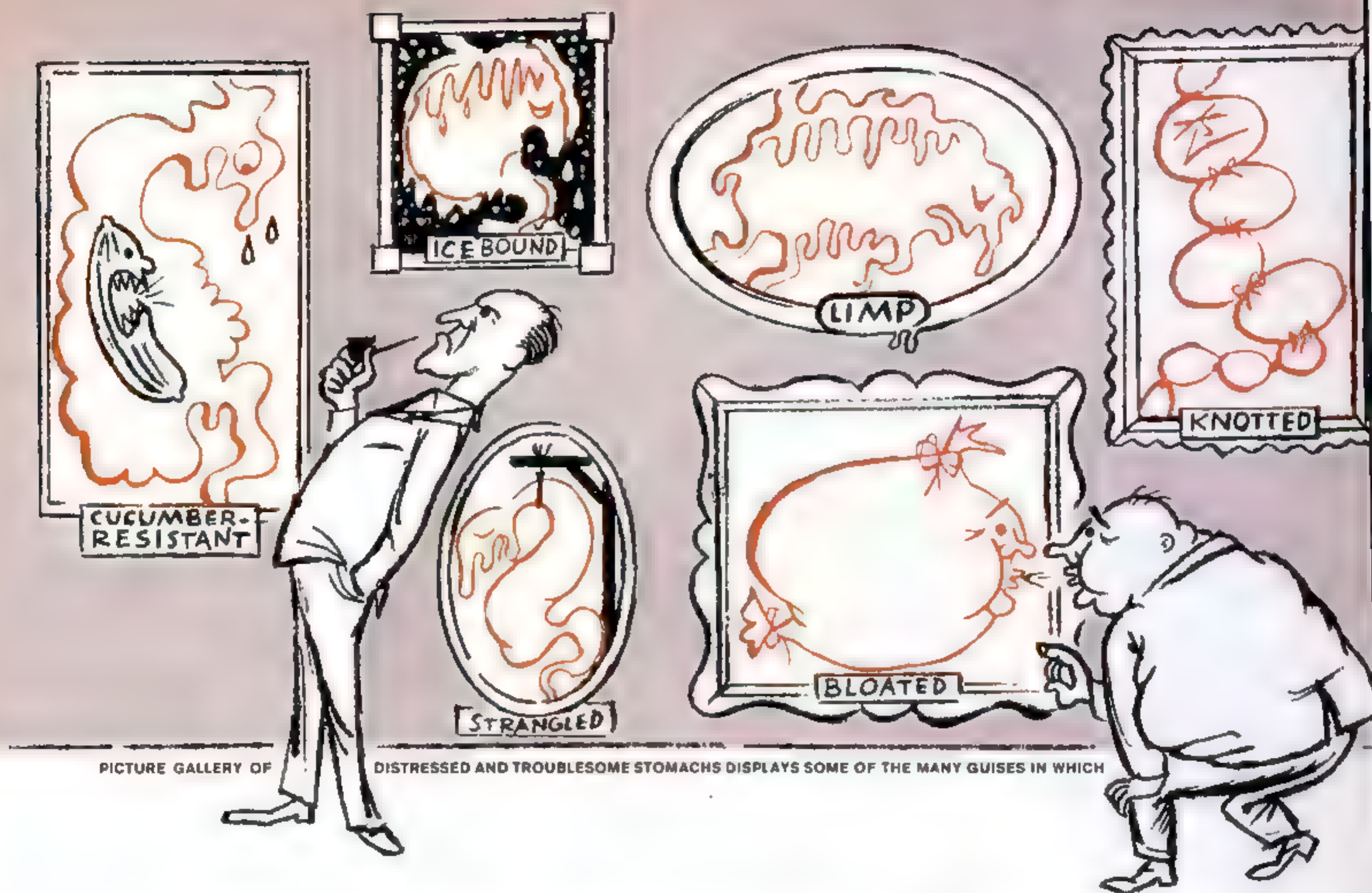
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... PIONEERS IN BETTER MEDICINES SINCE 1889



In their quest for new antibacterial agents to combat infections, Parke-Davis researchers tested more than 34,000 potential antibiotics and over 8,000 synthetic chemicals during the past year.



Mysterious Stomach

MUCH-MALIGNED ORGAN IS ACTUALLY TOUGH AND TRUSTWORTHY

JUST inside the left rib cage of the human body, about one inch east of the solar plexus, lies a writhing, open-ended pink sac, one of the strangest and least understood parts of the anatomy. It is perhaps the most familiar of all the internal organs, since it sharply reminds its owner of its presence at precise intervals during the day. But few people could locate it with accuracy and even doctors have some trouble describing it. It is large at some times, small at others, occasionally distended, sometimes limp—a curious combination of the reliable and the unpredictable.

This odd organ is the stomach, an object of serious concern at one time or another to most of its possessors and an increasingly fascinating target for scrutiny by a growing body of medical specialists known as gastroenterologists.

Last spring almost 2,000 of these experts met in Washington, D.C. at the World Congress of Gastroenterology in a major international effort to clear up some of the mysteries surrounding the stomach, its functions and its illnesses.

To the layman the stomach is an accident-prone, allergy-ridden, acid-haunted troublemaker, and it is blamed for almost everything that goes wrong inside the owner's body.

It appears to be subject to a discouraging variety of unpleasant malfunctions and sensations: nausea, gastritis, food poisoning, ulcers, overeating, heartburn and just plain indigestion. In some people it capriciously rejects food which is welcomed by other people's stomachs. In many people it customarily acts up for no apparent reason whatever.

But most doctors disagree with this lay view. Far from being an uneasy and unreliable source of anguish, they say, the stomach is really exceptionally tough, trustworthy and hard-working. It rarely causes serious trouble, and then only if grossly abused. It will accept without complaint virtually anything its owner passes along to it that is not actually poisonous. It is almost impervious to damage and is, all in all, a most dependable companion.

The role of the emotions

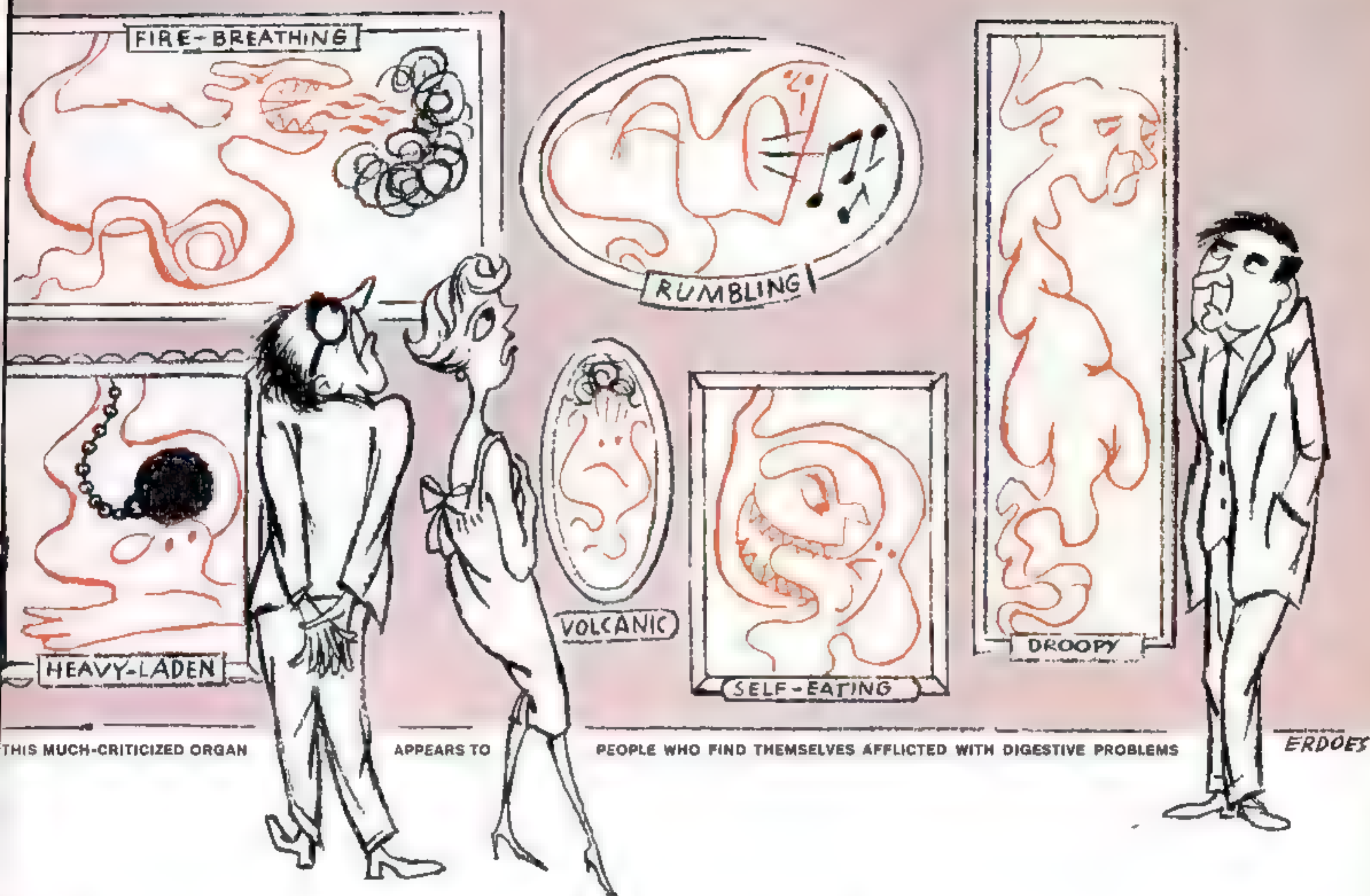
THE specialists do not deny that humans often suffer pains in their stomachs. But a growing number of doctors believe that emotional stress plays at least as great a role in digestive ailments as purely organic causes do. There is still wide disagreement over the precise extent of this role. Some

highly respected doctors say the effect of the emotions on digestive upsets is minor. Others say the stomach itself is almost free from trouble; the blame, they claim, is largely with the brain.

A striking example of brain trouble in the stomach, in the opinion of these latter experts, is the so-called indigestible delicacy, the "rich" food that one member of every crowd has to turn down "because it doesn't like me."

One person cannot eat gumbo without nausea, another cannot eat lobster without excruciating heartburn. Every good food "disagrees" with somebody. The new theory is that this disagreement is far more often mental than physical.

Supporters of this doctrine cite an experiment conducted by Dr. Stewart Wolf, head of the Department of Medicine at the University of Oklahoma medical school and a leading exponent of the mind-over-matter theory of the stomach's ills. The experiment involved a 52-year-old woman who had been suffering for 30 years because milk made her sick. She got sick even when she ate cake that had been made with milk. When her friends tried to fool her by pretending that their pastries were milkless, she would eat a piece and come up with a sick headache.



Always in Trouble

BUT IT MAY BE AN INNOCENT DUPE OF THE BRAIN by RICHARD CARTER

In the interests of science she agreed to submit to tests in which the full panorama of her warfare with milk could be observed by experts. One end of a tube was put down her throat into her stomach. The other end, fitted with a funnel, was hidden behind her. As she lay on the laboratory table, preparing for the worst, a glass of milk and a glass of water were placed at her side, in full view. From his position behind her, the experimenter announced that she would first be given water, "to establish a basis for comparison."

He removed the glass of water from the woman's sight, leaving the milk in place. Then he surreptitiously got rid of the water and poured the contents of a second glass of milk into the funnel and down into the woman's stomach.

An allergy to water

THE results were dramatic: nothing happened. Two and a half hours later the woman went home, feeling fine. She came back the following week, still feeling fine. Again she swallowed the tube and lay down. This time the researcher pretended to be pouring milk into her stomach but substituted plain water.

Within 25 minutes the woman was violently ill.

"That woman," said Dr. Wolf, "was about as sensitive to milk as you can get, except that her sensitivity was to the word 'milk,' or the idea 'milk.' It had nothing to do with her body's natural responses to milk. The reason this woman got sick after eating cake that had been misrepresented as milkless was probably that she could taste the difference. Or perhaps her friends were not as poker-faced as they thought they were. In any case milk disagreed with her only because she had made up her mind that it should."

Doctors have also been coming in recent times to a number of other surprising discoveries about the stomach:

- Its purpose, which most laymen would describe without any hesitation, is actually something of a mystery to doctors. The organ has surprisingly little to do with digestion. Indeed, some people get along with practically no stomachs at all.

- Present in this astonishing organ is an acid so corrosive that it would blister your palm in an instant. Also present is a protective substance so effective that virtually nothing can penetrate to the stomach walls—including the acid.

- One person's stomach will react to a given kind of trouble by churning up a storm. Another's will do exactly the opposite: it will respond to the same stimulus by going completely limp.

- There is evidence that people with ulcers can safely eat practically any food as long as they eat it often enough.

Perhaps the most illuminating finding of modern medical experimenters is that the normal undiseased stomach is impartial to foods. That is, it processes without difficulty any material which is, a) commonly classified as edible, b) not extremely hot, cold or corrosively spiced and c) not eaten under emotional circumstances so pressing that the diner's anxiety disturbs his digestive nerves and muscles.

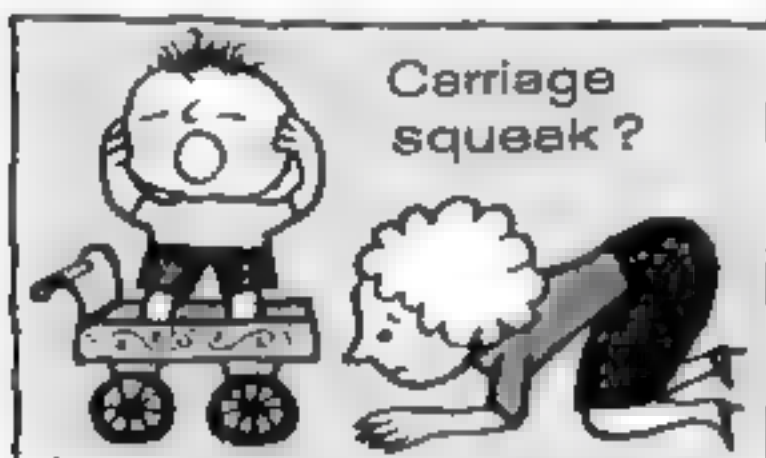
Blowtorch and roller coaster

EMOTION makes trouble even in the most carefully coddled stomach. The kind of trouble depends on the nature of the stress. For example: two workmen are sharply chastised by their boss. The stomach of one may feel as if there is a blowtorch or a volcano in it, while the other's stomach feels as if it has had five rides on the roller coaster. The first man is angry. In this situation

FIX-IT TIPS with "3-in-One" oil



It'll swing easily and quietly with one application of "3-in-One" Electric Motor Oil. Perfect for all heavy-duty uses.



Quiet it down by oiling the wheels and springs with long-lasting "3-in-One" oil. Doesn't gum up. Keeps rust away.



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Stop it with "3-in-One"—the oil that contains a rust inhibitor. Overall oiling is extra easy with new Oil-Spray container!

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STOMACH CONTINUED

his stomach boils combatively, turns fiery red and splashes acid around the innards. The man with the butterflies in his stomach, on the other hand, is more frightened than angry, and his stomach lies still and pale, nauseated and in abject surrender. In some people the same emotions may produce opposite physical reactions: anger causes nausea, fear causes violent churning.

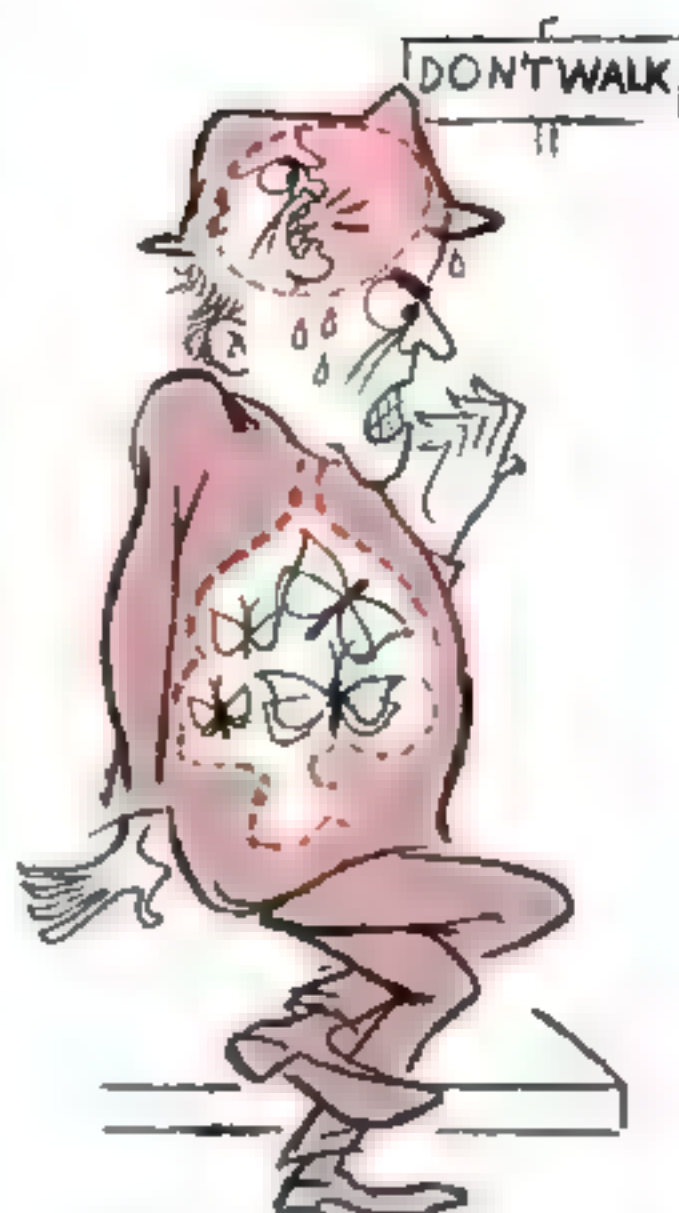
The stomach is often unjustly blamed for the derelictions of other organs. In heart trouble the misplaced blame can be catastrophic. People have died because angina pectoris was mistaken for indigestion, or coronary thrombosis for a severe stomach upset. A malfunctioning liver, pancreas, gall bladder or kidney may send out danger signals which only a doctor can distinguish from stomach trouble. In such cases the pain the sufferer feels may actually occur in the region of the stomach—telegraphed there by the nerves—although the trouble is elsewhere. The same difficulty sometimes occurs in cancer, appendicitis, hernia, polio, pneumonia, mumps, spinal tumors and tuberculosis of the bone.

In these cases self-diagnosis and self-treatment may be dangerous. Instead of drinking milk to "give the stomach a rest," the sufferer should be at the doctor's. On the other hand, if the upset is the more common, psychic kind which leads to overproduction of stomach acids, the milk cure often works—because it both neutralizes the acid and appeases the mind.

Naturally, not even the most ardent advocate of the mind-over-matter, or psychosomatic, concept of digestive trouble would insist that all stomach distress is emotional. A person can be made highly uncomfortable, for example, by extreme overeating, in which the mind's only role is in overestimating the capacity of the stomach. The discomfort is caused simply by the stretching of the stomach's muscles to accommodate the unaccustomed quantity of food.

Other digestive upsets often stem from the body's effort to rid itself of some kind of poison, virus or bacteria. Perhaps the best-known example of this is the illness we commonly call "flu." The diarrhea and vomiting which accompany this ailment are part of a reflex action set off when virus gets into the intestinal walls. The body automatically tries to throw off the infected material. The same is true of food poisoning: the body reacts violently—and often painfully—to rid itself of the infectious matter as quickly as possible.

Since it is the intestine that does most of the reacting (and hurting) in the case of food poisoning and virus illnesses, these sicknesses should not really be blamed on the stomach at all. But people who expect the worst of their stomachs are very free with their criticism. They tend to diagnose as stomach trouble any discomfort that is located



BUTTERFLIES in the stomach afflict man who reacts with fear when a wrathful police officer laws him out for jaywalking.

and transitory swellings, indentations and curves.

Its capacity varies greatly. Depending on heredity and eating habits, the average stomach may hold from one to three quarts of food and drink, though the stomachs of some chronic overeaters are said to be capable of accommodating as much as six quarts, having been stretched by years of gourmandizing.

The walls of this open-ended sac are thick and resilient and consist of several layers. The innermost is a soft, slick mucous membrane of many creases and folds, richly supplied with blood vessels, nerve fibers and glands which secrete gastric juice. Wrapped around this membrane are three sets of muscle which, in response to the commands of the central nervous system, cause the stomach's characteristic milking, kneading motion. Outside the muscles is a protective sheath called peritoneum, which is like tough cellophane.

The full purpose of this elaborate arrangement is not known. The stomach is just one stop in an elaborate digestive process by which food is broken down so that it can be absorbed by the body as nutrition. Doctors are still trying to find out just how important the stomach is in this process. Judging by what is already known about its functions, it seems to do much less digestive work than the intestines.

When food enters the human system it is first lubricated with saliva and ground by the teeth into small pieces. After it is swallowed, it moves down the gullet and is conveyed to the stomach by wavelike muscular contractions known as peristalsis. The 9- or 10-inch journey down the gullet takes between four and eight seconds.

The food is now at the upper opening of the stomach, an entryway that opens or closes under the grip of a surrounding muscle. Before the meal's first mouthful has reached this point in its travels, and even before the food has so much as been placed on the table, the



VOLCANO erupts in the stomach of the man who responds to policeman's shouts by becoming angry instead of being fearful.



Photographed at Better Mobile Home Park, Springfield, Mass.

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STOMACH EXPANSION is illustrated by X-ray which shows how organ stretches to accommodate contents. White area within dotted line is stomach holding eight ounces of barium, a chemical taken to make organ more visible in X-ray. Dotted line shows outline of stomach with barium plus breakfast.

STOMACH CONTINUED

stomach has usually begun to writhe expectantly and secrete juice. These activities are touched off by the nervous system after the brain has been excited by the sight, smell or even the thought of food. Whether or not food is on the way, the stomach contracts every three or four hours in an involuntary cycle, causing the sensation known as hunger pangs. (A stomach that is excited by strong emotion may become *too* active—and hence red and swollen—producing the sharp pain which we commonly associate with gastritis.)

The most remarkable thing about the stomach is its juice, the principal constituent of which is a hydrochloric acid powerful enough to cause a second-degree burn. When bathed in this corrosive fluid and crushed by peristalsis, the toughest meat soon loses its individuality and becomes part of a gray mush called chyme. Enzymes contained in the gastric juice help the chemical breakdown.

The best-known enzyme is pepsin, which helps the acid break down meat and other proteins. Another is rennin, which works on milk and is so potent that it can curdle an amount 500,000 times its own weight. A third is lipase, which is thought to have some preliminary effect on fats. There probably are several more enzymes, minerals and hormones which aid in the nutritional process. The scientific search for them is unremitting: until they are identified and understood, our knowledge of digestion and nutrition will remain limited.

The indigestible stomach

HOW does the stomach manage to avoid being digested by its own secretions? The answer seems to be a marvelously resistant mucus which covers the stomach lining, fending off the hydrochloric acid. This mucus is the refutation of all theories about "irritating foods." Nothing that we swallow at a meal is nearly so irritating as the acid which is present in our stomachs to begin with. The mucus provides as stout an armor against "irritating foods" as it does against gastric juice.

A series of experiments conducted at Cornell Medical College by Drs. Stewart Wolf and Harold G. Wolf indicated that mustard strong enough to blister the skin of the forearm had only the



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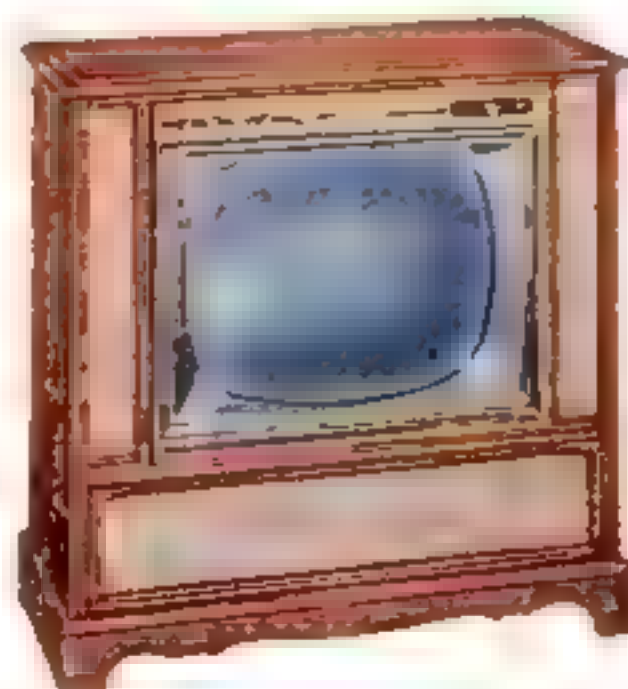
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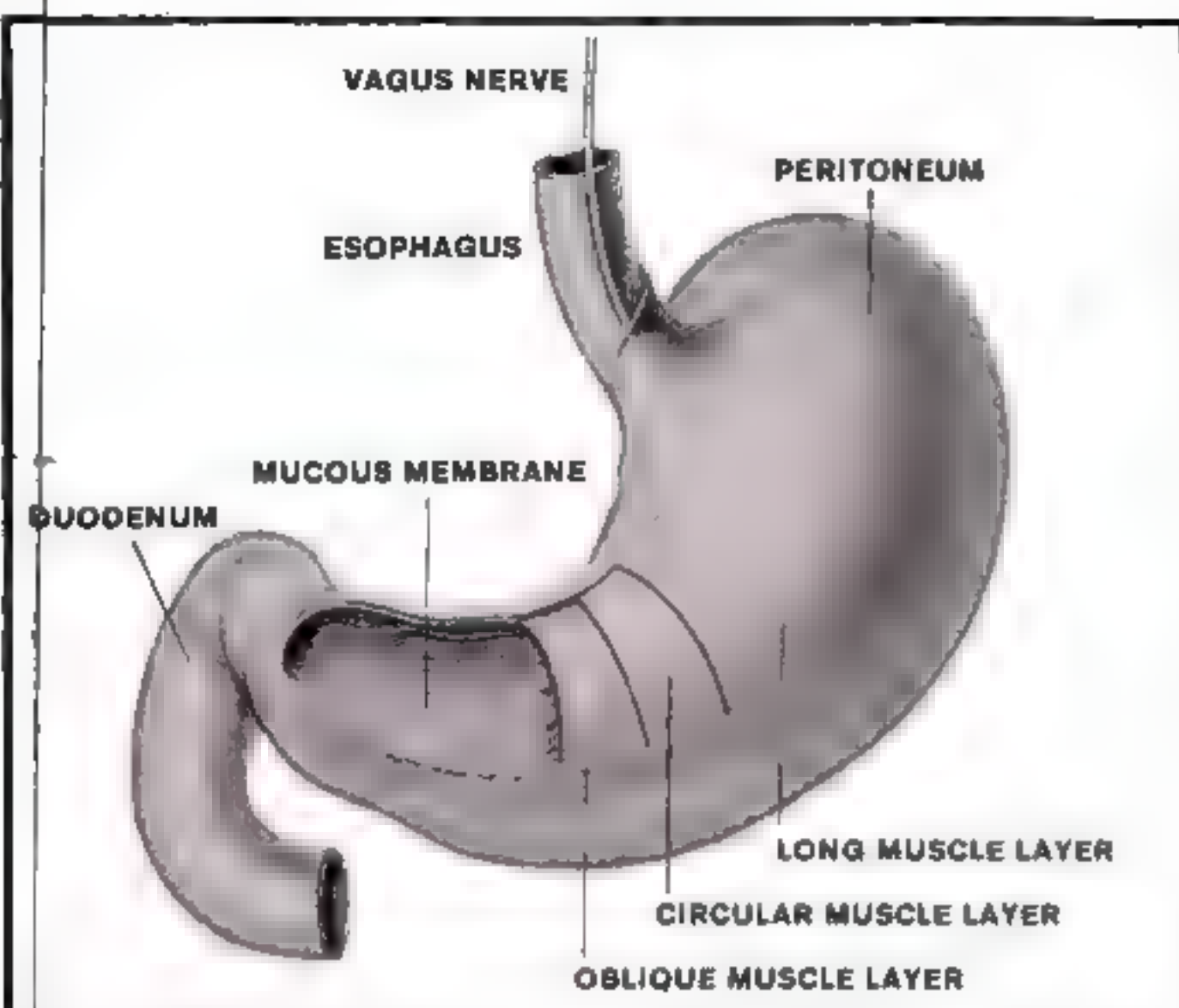
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STOMACH'S STRUCTURE is shown in this cutaway drawing. Food enters through esophagus, is mashed by writhing of three muscle layers, and passes to the duodenum. Peritoneum is stomach's outer covering, mucous membrane its inner lining. Vagus nerve transmits impulses from brain to stomach.

STOMACH CONTINUED

briefest and most negligible effect on the normal stomach. Other foods and drugs often regarded as irritating also seemed quite harmless. Among these were aspirin, digitalis, ipecac, quinine, frankfurters, cabbage, chili, curry, pickles, vinegar, anchovy paste, kippered herring and rhubarb. Nuts, bolts and screws were not tested but might just as well have been. Small children and psychotics are forever swallowing such foreign objects without noticeable damage to their stomachs.

Traditional superstitions about "digestibility" are exploded by the length of time required for the conversion of food to chyme. Leafy vegetables, though extolled in old wives' tales as the healthiest of foods, stubbornly resist the stomach's kneading, acid and enzymes. Recognizable bits of spinach can be found in the stomach 24 hours after everything else has been broken down. For various reasons meat actually offers the stomach—and indeed the entire digestive system—far less resistance.

The average dinner leaves the average stomach in about four hours, although the time varies greatly, depending on the nature of the food and the emotional state of the eater.

If the meal is mostly protein, the stomach disposes of its contents much more quickly than otherwise. Red meat accelerates the muscular action of the stomach and the flow of gastric juice. There may be such violent activity in the sac that drops of gastric acid will be sprayed back into the gullet, causing the sensation described as heartburn. The sufferer may call it indigestion, but it is actually closer to overdigestion. If he should now belch, he will become still more convinced that something has upset his stomach, although belches usually result merely from air swallowed with the food.

The emotions and digestion

DR. Wolf and others who hold that the mind plays a major role in the activity of the stomach believe that violent muscular activity also results if the diner is excited or angry. If, instead of being keyed up, the diner is depressed or apprehensive, his stomach may become underactive. It takes him much longer than normal to dispose of a meal, particularly if it contains large quantities of fat. Given too much despair or too much fat, any stomach is likely to go on strike altogether. For reasons that remain obscure, the sac goes limp, as if it were empty, but the sufferer has a stuffed feeling. He begins perspiring, salivating, swallowing hard and wishing he were somewhere else. In due course, a series of nerve reflexes causes the stomach to reject its contents by vomiting. Besides being induced by fear, this phenomenon may result from such causes as eating too much rich food, seasickness or the sudden consumption of too much salt.

Despite its complex role in the digestive process, researchers still are not sure just how important the stomach is. Some people manage to get along virtually without one. Under careful

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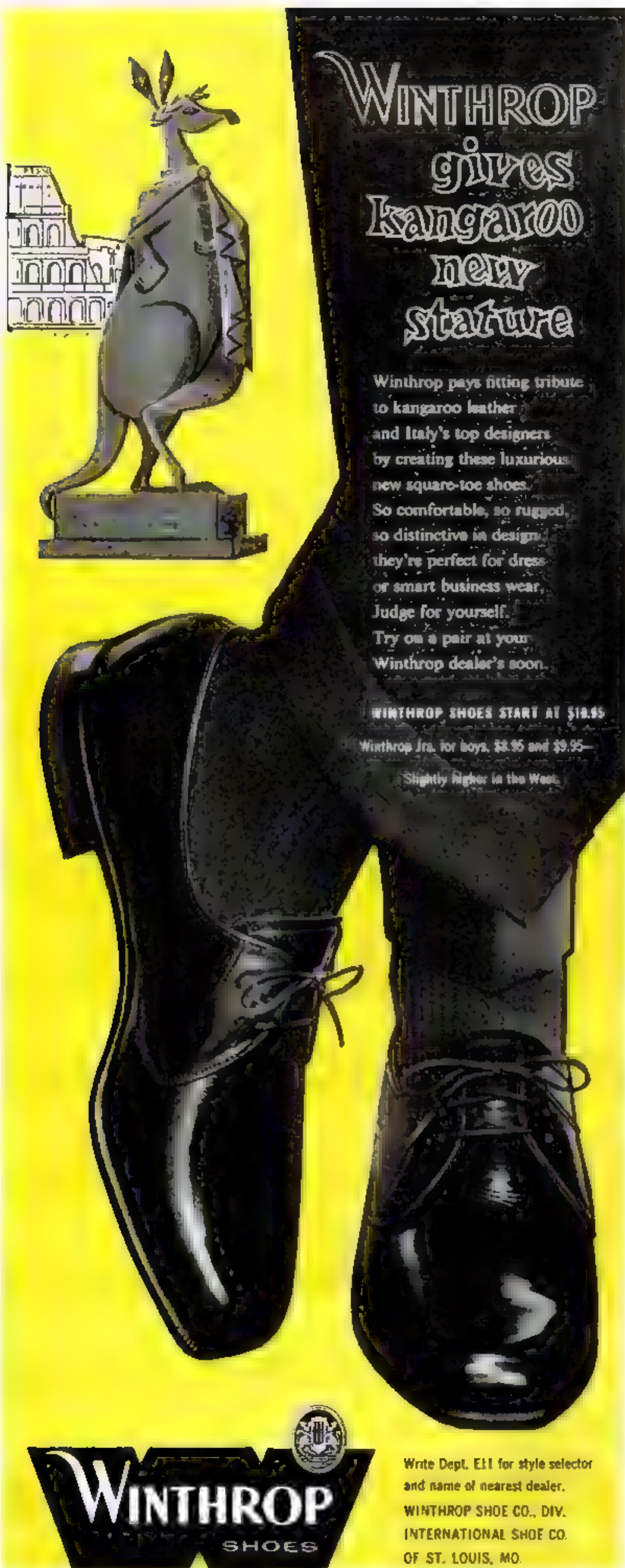
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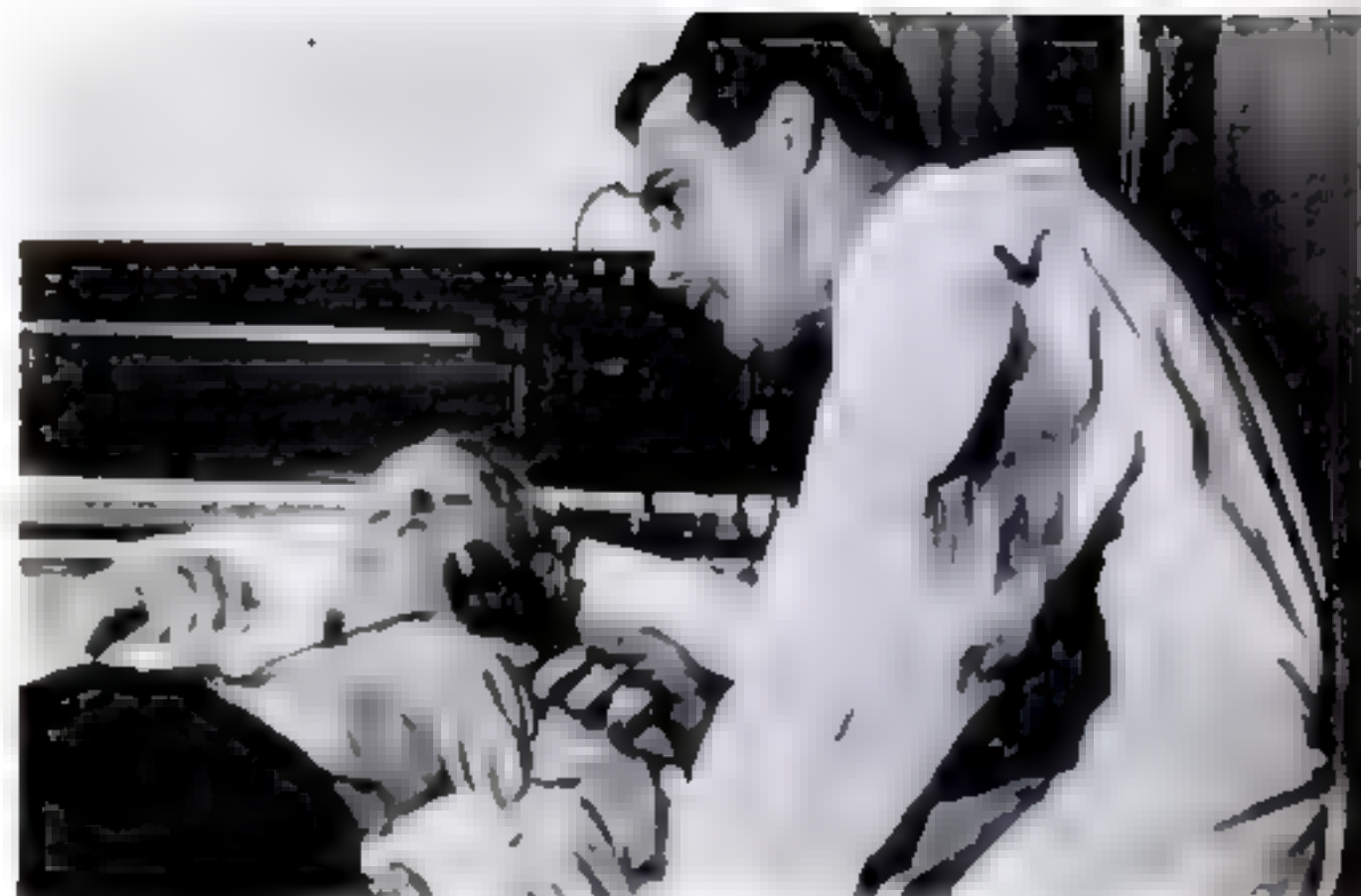
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EFFECT OF EMOTION on stomach is spectacularly demonstrated by a man whose stomach was exposed in an unusual accident years ago. Using a cord inserted into the man's stomach, Dr. Stewart Wolf at the University of Oklahoma records the organ's muscular contractions on chart behind the bed. Result (below) shows what happened when one question made man angry: formerly quiet stomach suddenly reacted with violent motion (jagged lines).



STOMACH CONTINUED

medical management, thousands of humans (mostly cancer patients) have lived for many months after having the whole stomach removed surgically.

Curiously, although these people lack stomachs, their experiences have helped cast light on the stomach's significance in the body's nutritional setup. They must be fed frequently in small amounts to limit the quantity of food passed into the intestines at any one time, a protective function usually performed by the stomach. Although they must eat more than other people, they lose weight because their food is not assimilated as efficiently by the body, an indication of the importance of the stomach secretions in the process of digestion and nutrition. People without stomachs invariably develop pernicious anemia unless they are given doses of vitamin B-12. A stomach secretion (not yet identified) enables the body to take B-12 from such natural sources as liver and beefsteak. The vitamin is ultimately transmitted to the bone marrow, where it is vital in the manufacture of red blood cells. A person without a stomach apparently cannot assimilate the natural supply of B-12, and the bone marrow then makes inferior red blood cells unless B-12 is supplied from the drugstore.



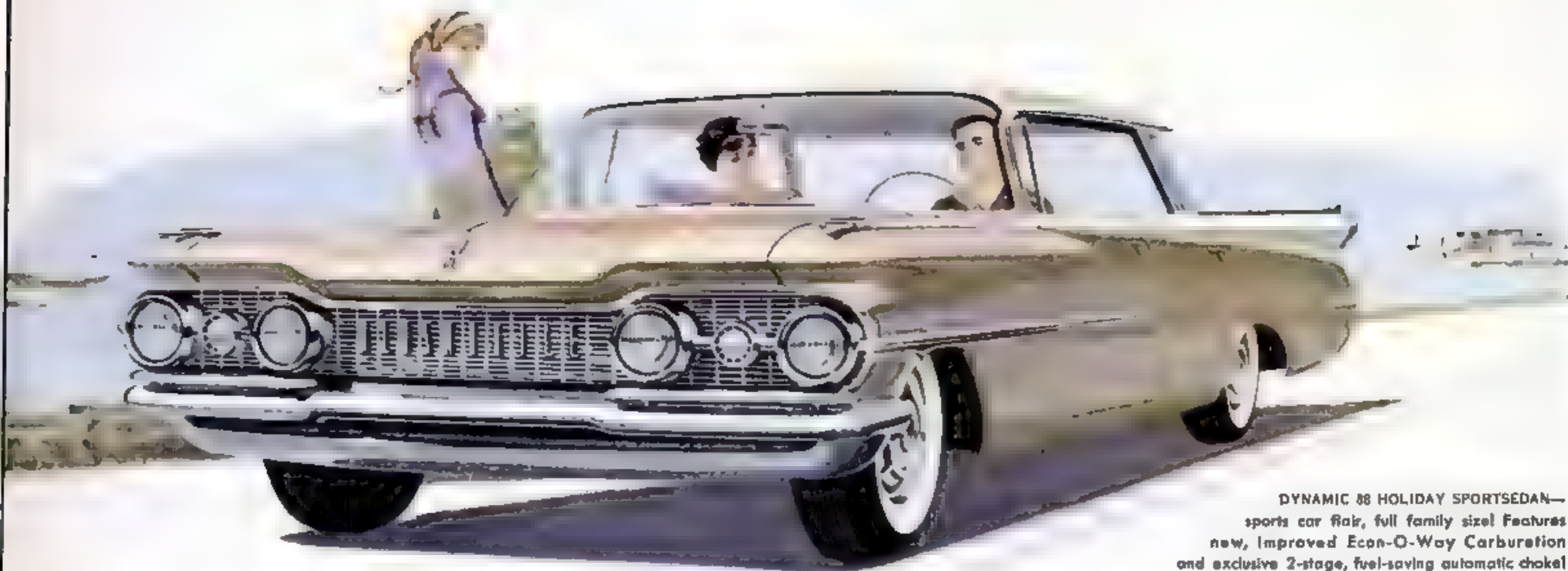
RESEARCHER into mind-stomach relationship is Dr. Harold Wolf, a neurology expert at Cornell.

OF all digestive ailments, perhaps the best known and most cordially detested is the ulcer, a condition which most physicians now acknowledge as the most poignant example of what can happen when certain emotions affect the digestive system.

An ulcer looks like a larger version of the canker sores that we sometimes get in our mouths. Its diameter is between one quarter and three quarters of an inch and most cases are accompanied by sharp pain midway between chest and navel.

At some time in their lives, approximately 17 million Americans will have ulcers. Of all these ulcers fewer than two million will occur in the stomach itself. The most common ulcer is found in the duodenum, which is the portion of small intestine that lies directly below the stomach's outlet valve. Although not in the

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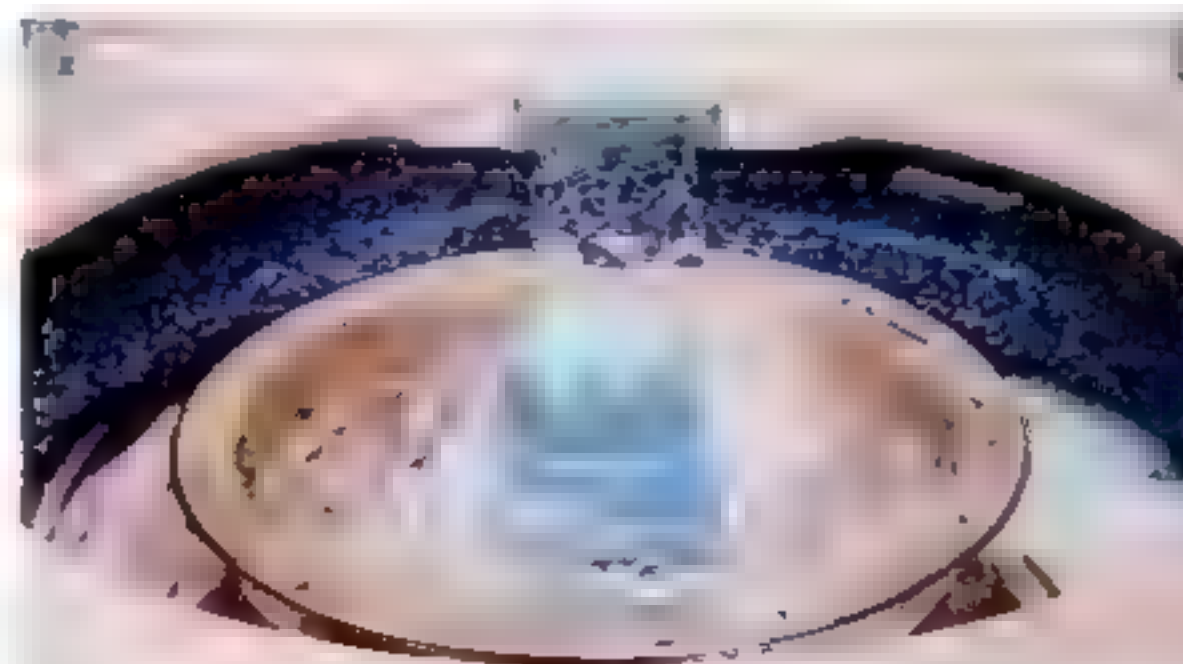
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HOW ULCERS ARE PRODUCED through nervous strain was shown in government researchers' experiment on two monkeys. Both were subjected to electric shock. One at left had button that enabled him to shut off current. Harassed by need to make frequent decisions, i.e., press button, he got ulcer. Other monkey had no shutoff button, had no decisions to make, got no ulcer.

STOMACH CONTINUED

stomach, it is believed to be caused by the stomach's activities.

The ulcer sufferer's stomach is too active, secreting more juice than is needed and contracting more often than necessary. These contractions make the stomach's outlet valve open too frequently and squirt large amounts of acid at the duodenum. Since the duodenum has no coating of protective mucus, this acid may eventually eat away at the lining of the intestine to produce the ulcer.

At various times people have blamed ulcers on decayed teeth, allergies, acid blood, nutritional deficiencies, smoking, whisky, coffee, head colds, excessive digestive acids, hormonal imbalance, tissue inflammation and heredity. Of these theories only three have survived scrutiny, but even these three—heredity, hormones and gastric acidity—leave much to be desired.

For instance, heredity does seem to play a role in susceptibility to ulcer. There is evidence to suggest that persons with type "O" blood get ulcers more often than do persons with other blood types. But nobody knows why or how. Similarly, disturbances of the hormone-secreting pituitary and adrenal glands are associated with ulcer, but the connection is neither clear nor consistent. As to hyperacidity—excessive digestive acid—it accompanies most cases of duodenal ulcer but, again, the relationship is obscure. You can have hyperacidity without an ulcer and you can recover from an ulcer and still have hyperacidity.

So far, the one ulcer theory that has held up under scientific inquiry is the one that has the most important implications not only for ulcer victims but for everybody else. This is the doctrine that ulcers are usually associated with emotional stress.

Drs. Wolf and Wolff studied one patient who had not only a duodenal ulcer but also, as a result of an accident, a gastric fistula—an abdominal hole through which the physicians could see directly into his stomach. Whenever they reminded this man of the various frustrations and disappointments which had marked his career as chief engineer on a tugboat, his face would flush and so would his stomach lining, which would churn and swell and emit acid by the cupful. His worst seizure was induced when one of the doctors asked, "Where in the social hierarchy of merchant marine officers does the chief engineer of a tugboat stand?"

The elusive ulcer cure

THE worst thing about ulcers is that there seems to be no permanent cure. "Eventually," says one top specialist, "the patient may break through any and all medication. It happens in every known form of therapy. What's more frustrating, we also know that ulcer patients taking no drugs and following no diet are free of symptoms for years at a time." To which Dr. Wolf adds, "Anything the patient believes in seems to work for a while."

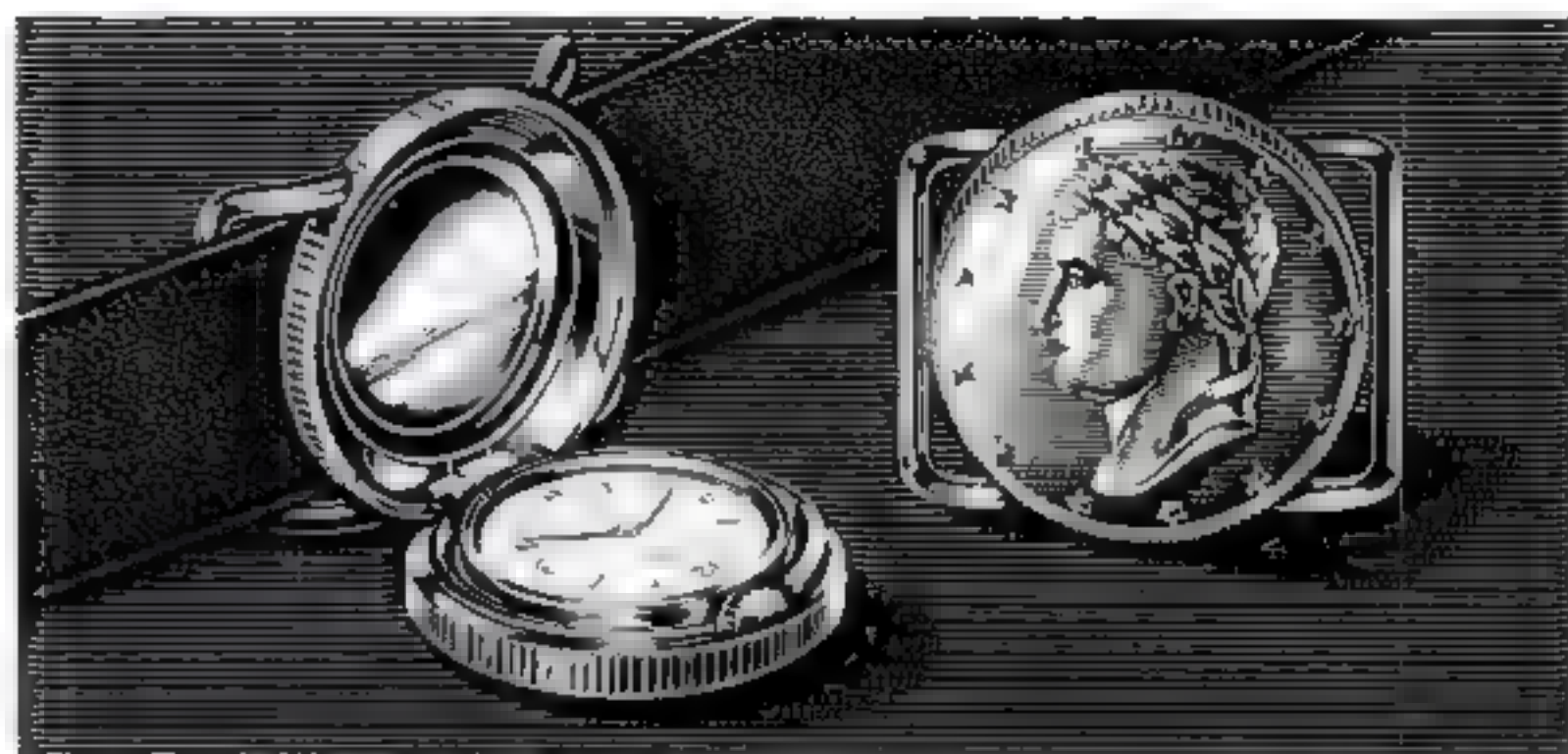
There are two modern ways to treat ulcers. The more familiar is to compensate for the stomach's overactivity by means of diet and acid-neutralizing "remedies of a soothing nature." The other method is to prevent overactivity by means of surgery, drugs,

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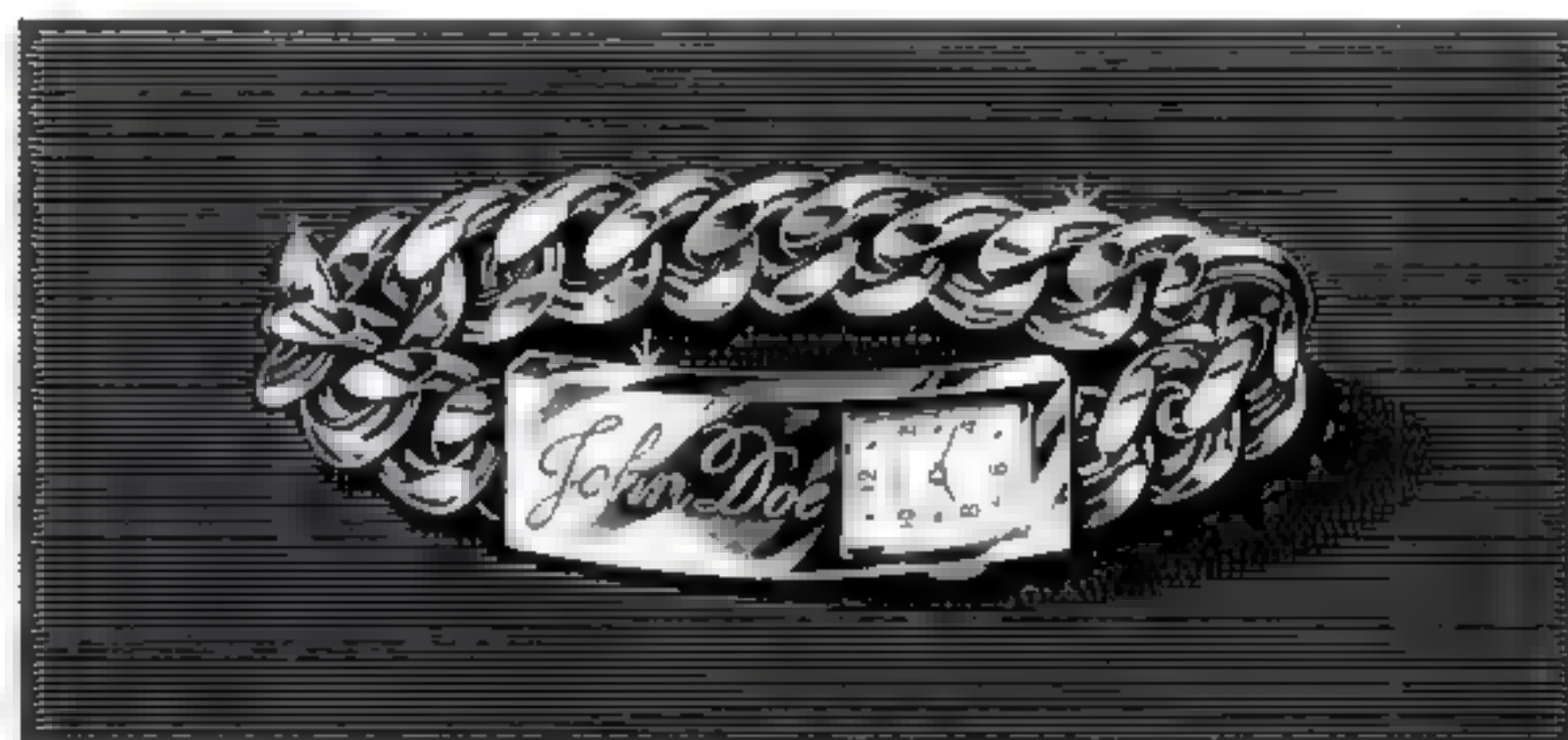
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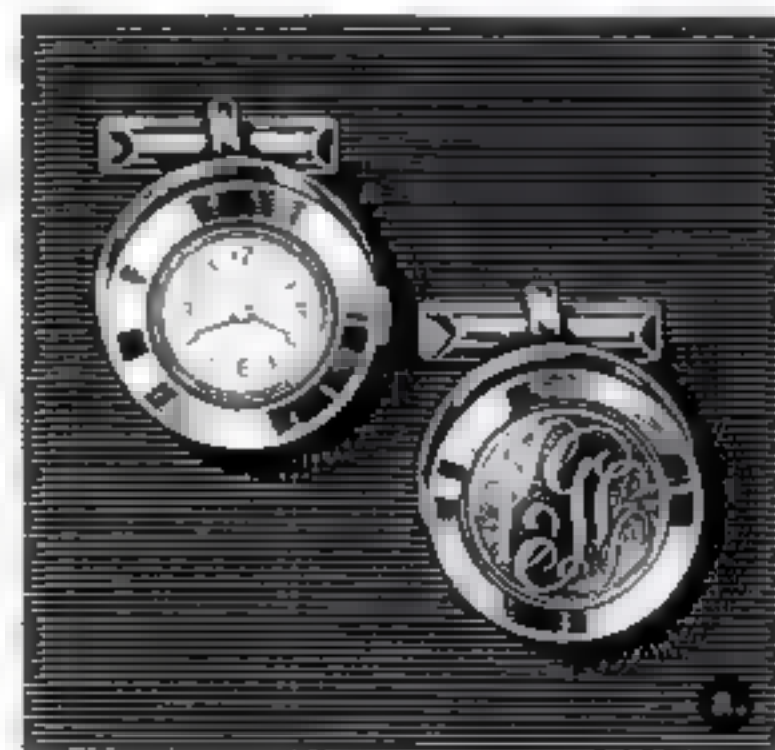
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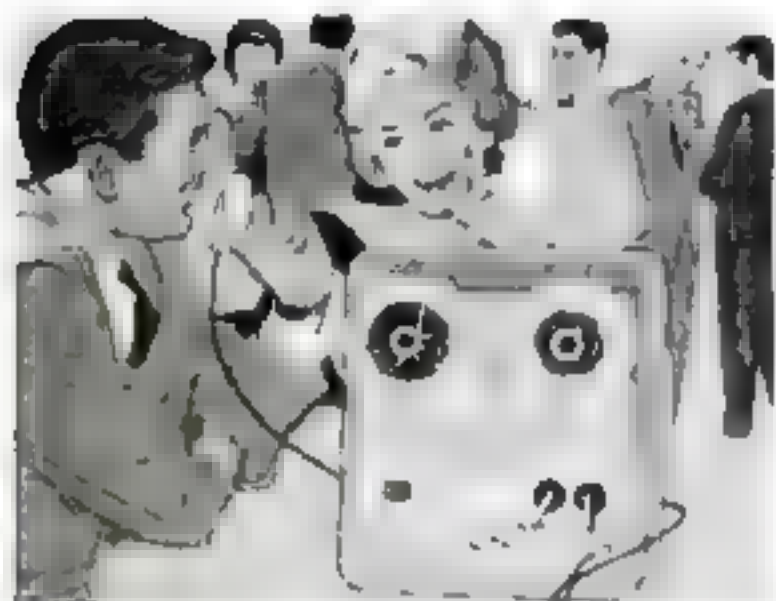
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STOMACH CONTINUED

X-ray or psychotherapy, none of which is entirely satisfactory.

The most effective way known of preventing stomach juice from burning away the lining of the duodenum—assuming this is the cause of duodenal ulcer—is to give it plenty of food to work on instead. For a long time it was believed that the best foods for ulcer sufferers to eat were mild ones. From antiquity ulcer victims have consumed large quantities of milk, which dilutes and neutralizes the acid. Another traditionally respected ulcer food is fat, which causes an increased flow of a hormone that slows the production of gastric acid. On the other hand, alcohol, coffee and meat are kept at a minimum because they stimulate the stomach. Generally, the so-called irritating foods have been proscribed and bland foods recommended.

But recently this traditional ulcer diet and all its mushy variations have suffered a number of setbacks. A conviction is now growing that the key to successful treatment is not what you eat but how often you eat. One of the most impressive reports to this effect came in 1956 from a British research team headed by Dr. Richard Doll. Ulcer patients were selected at random and put on diets which required frequent feeding so that the gastric juice would have something better to do than corrode the duodenum. One group of patients ate frequent servings of the customary bland food. The other group ate frequent servings of a normal diet, including fresh fruit, sardines, salad and other delicacies reputedly harmful to ulcer patients. The group on normal food actually recovered from its ulcers somewhat more rapidly than those on the old-fashioned bland diet.

Pending discovery of an easy cure for ulcers, the British *Medical Journal's* 1943 dictum remains true: "... Until we can learn some new secret of nature, we must be content to try to teach a patient how best to live at peace with his ulcer, and to do that he must probably learn how to live at peace with himself."

The sufferer from a duodenal ulcer can take solace from one fact: he almost never gets stomach cancer. As usual, nobody knows why, but it is agreed that at least 70% of stomach cancer arises in underactive low-acid stomachs—the exact opposite of the kind of stomach associated with ulcer.

In stomach and intestinal cancer, as in other cancer, the primary problems are the obscurity of cause and the uncertainty of cure. Early detection is all-important, which is why individuals with persistent cases of "chronic indigestion" are advised to stop doctoring themselves and see a doctor. In the early stages stomach cancer is hard to identify, but physicians are convinced that the 22,000 or more Americans who die of the disease every year could live longer if they did not wait so long for diagnosis and treatment.

As for the other ailments of the stomach and its associated organs, treatment undoubtedly will improve as science learns more and more about how the digestive system functions. While this investigation goes on, researchers seeking cures for the ills of the stomach might do well to study the sea cucumber, which has the only truly satisfactory answer to stomach trouble. The sea cucumber does not take out its emotional problems on its stomach. When sufficiently bothered, it drops its stomach and swims away, leaving the problem behind. Then, at its leisure, it simply grows itself a brand new stomach.



SEA CUCUMBER'S SOLUTION to stomach ills is simple. If beset by equivalent of internal butterflies or eruptions it discards stomach, grows another.

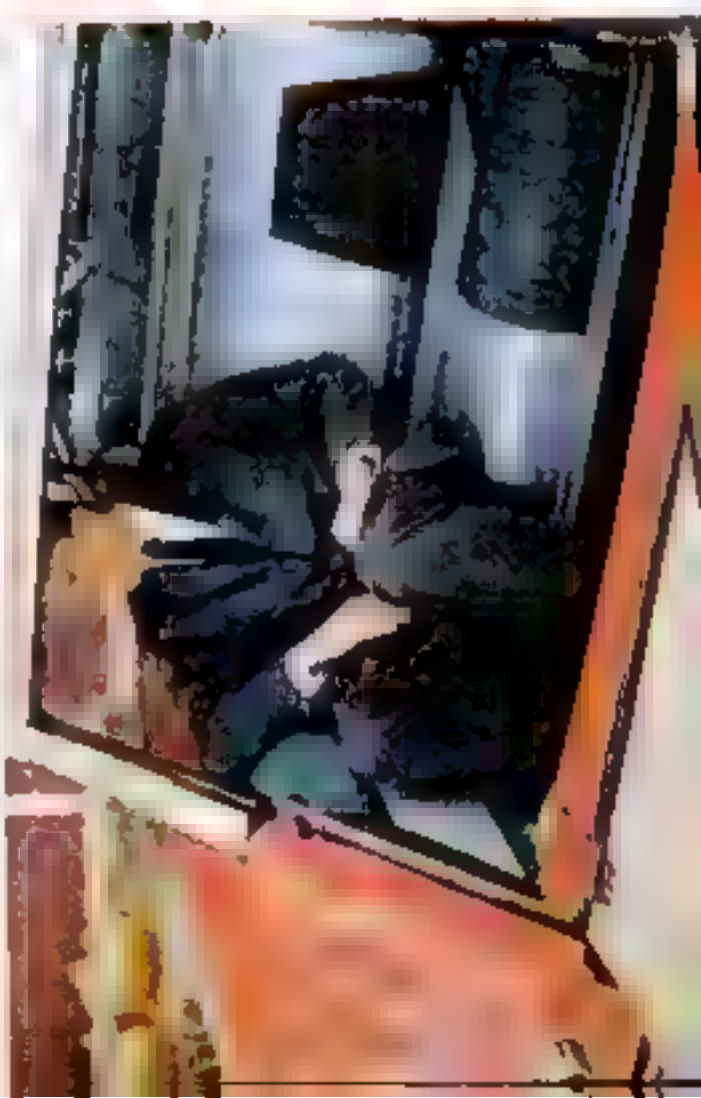


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Station wagons have reached an all-time peak in popularity, and the credit is largely Plymouth's. For no other wagon offers so much room, so many features at such low prices.

IF IT'S NEW, PLYMOUTH'S GOT IT!

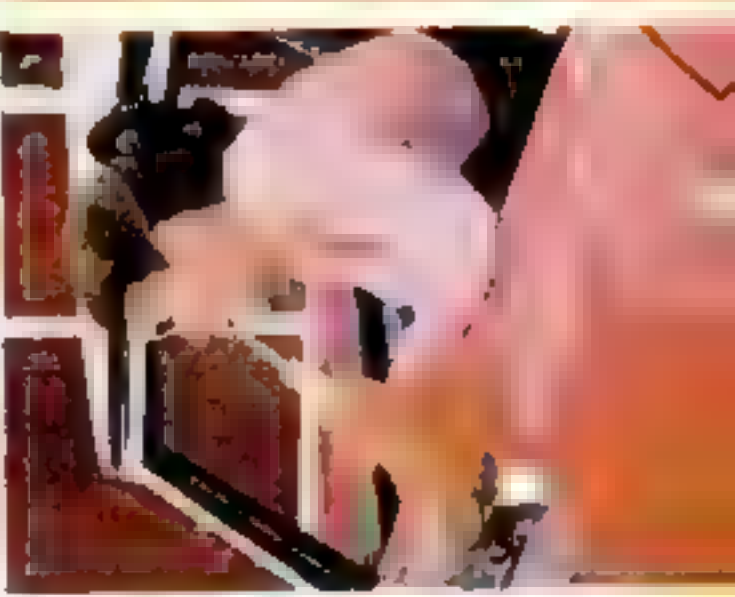
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EARLYTIMES



BETWEEN APPEARANCES BEFORE CAMERA ANGIE DICKINSON RESTS ON RECLINING BOARD IN FRONT OF "RIO BRAVO" BACKDROP SHOWING A WESTERN TOWN

A Movie Discoverer's Latest Find

When Howard Hawks makes movies he likes to use unknown actresses and often comes up with startling results. One of his first big finds was the late Carole Lombard. Among other Hawks unknowns who later became famous were Frances Farmer, Rita Hayworth, Lauren Bacall, Joanne Dru and Joan Collins. His latest and still unknown unknown is the girl resting above, Angie Dickinson. She appears in a Warner Brothers movie, *Rio Bravo*, with Hawks directing and John Wayne, Dean Martin and Ricky Nelson in the cast. And Hawks's old magic may make another star—Angie.

In real life Angie is a pleasant, easygoing 26-year-old girl who loves swimming, trout fishing and an occasional modest expression of opinion on a horse race. She was acting in Grade B westerns and television when Hawks saw her and thought her beauty strong and different. In *Rio Bravo* he cast her as a poker dealer with an extraordinary skill at manipulating and riffling cards. She wins at cards. She helps overcome the bad men, and when the sheriff angrily refuses to let her appear in public in the costume seen above, she discovers that she has won the sheriff too.

CONTINUED



WIN A

*Tell us what you
like about Life Stride's
new "T-bird" flat!*

It's that easy—get your entry in now! Think of it! A beautiful new Ford Thunderbird all your own! And this Life Stride contest is so easy to enter. Nothing to buy. Just look up your nearest Life Stride dealer on the opposite page. Stop in and see the new "T-bird" flat—notice the low, racy lines of this true sports-model shoe. Then tell us, in 25 words or less, why you like these new Life Stride shoes.

But hurry! Contest closes at midnight, December 4. If your entry wins, you'll soon be driving your own Ford Thunderbird!

Contest subject to Federal, state and local laws

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MOVIE FIND CONTINUED



COACHING HIS PROTEGE, Hawks puts her through an emotional scene. "Don't hide your tears," he told her. "Let all your feelings come out."



LONG-LEGGED ANGIE adjusts jacket. Besides her charm, Hawks finds she has "an interesting manner of playing. She seems to be enjoying herself."

The Man Who Thinks For Himself Knows....



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FILTER...
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and *a smoking man's taste*.



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The Noble Peace of Giants



IN EMBRACE, Churchill and De Gaulle mark reception of Sir Winston into Order of Liberation.

AT a simple gathering in the garden of Paris' Hotel Matignon last week the enmity of two of the greatest men of the time was nobly buried. There General Charles de Gaulle embraced Sir Winston Churchill and bestowed France's rarest honor on him.

During World War II the two were at obstinate loggerheads. Churchill reportedly complained that the heaviest cross he had to bear was the cross of Lorraine, emblem of De Gaulle and his Free French. De Gaulle in his turn in 1946 refused to admit Churchill to France's exclusive fraternity, the Order of Liberation.

But now in the Matignon garden, De Gaulle gave Churchill a medal with the cross of Lorraine and made him the order's 1,054th member. Sir Winston called De Gaulle "the constable of France," and the general replied, "The ceremony today means simply that France knows what she owes Sir Winston Churchill"—and there was peace between the giants.

IN THANK-YOU TALK Churchill, standing between his wife and De Gaulle, said, "I am going to speak English today. I have often made speeches in French but that was the war time, and I do not wish to subject you to the ordeals of darker days."





A COAT WITH A VIEW

To keep warm at football games and pep rallies most people use raccoon coats, blankets, or bottled spirits.

But Olivia Duke was a little young (six months) for these. Her parents had taken her to a T.C.U. pep rally at Fort Worth, Tex. Midway through the program Olivia began to feel cold and her father popped

her into a pouch he formed in his coat. From there, like a baby kangaroo, a fascinated Olivia watched her elders jump in the air, blinked when the big drum boomed and gave out her happiest sounds during the bonfire. She was so warm and happy she did not cry all evening and, her father reports, she hardly even wiggled.



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